# Downtown Long Beach Proposed Property Based Improvement District Visitor Survey

**Summary of Quantitative Research and Cross Tabulation Tables** 

**April 2012** 



# FINAL RESULTS: Downtown Long Beach PBID Visitor Survey

SAMPLE SIZE = 673; MARGIN OF ERROR = 3.8%

**INTERVIEW DATES: April 19-21, 2012** 

Hello, my name is \_\_\_\_\_\_; I work for a public opinion research firm conducting a study of visitors to Downtown Long Beach. We would like to ask you some questions that will just take a couple of minutes.

Do you live within the Downtown's Property-Based Improvement District? [SHOW MAP] Yes: 205 No: 436 (32 don't know)

Now, I am going to read a list of activities. For each one I read, please tell me how likely you think it is that you will do that activity either today, or at ANY point in the future, while in Downtown Long Beach. Please tell me if you are very likely, somewhat likely, slightly likely, or not at all likely to do the following either today or at ANY point in the future...

#### (CIRCLE ONE FOR EACH)

		Very Likely	Somewhat Likely	Slightly Likely	Not at All Likely
1.	Stroll or walk around OR simply wait to make a transit connection	504	92	43	34
2.	Eat or drink at a restaurant, café, or bar	440	134	48	51
3.	Shop	330	147	90	106
4.	Go to a movie	188	105	108	272
5.	Conduct professional business like go to work, visit a doctor, real estate agent or accountant	239	85	60	289
6.	Conduct personal business like visit a salon, dry cleaners, or grocery store	207	122	100	244
7.	Attend a festival or special event	352	129	64	128
8.	Stay overnight in a hotel	137	41	71	424

Now, I am going to read a list of features. For each I read, please tell me how important each is to you when making your decision to engage in any of the activities you provided a "likely" response to. Please tell me if any of the following features is very important, somewhat important, just slightly important or not at all important in making your decision to engage in any of the activities.

#### (CIRCLE ONE FOR EACH)

	Very Important	Somewhat Important	Just Slightly Important	Not at all Important
9. Safety, like extra security	501	124	38	10
10. Cleanliness, like extra trash pick-up, steam cleaning and graffiti removal	505	134	31	3
11. Appearance, like plants, flowers and landscaping	440	170	52	11
12. New businesses and restaurants to fill empty storefronts	402	155	79	37

#### **SUMMARY**

	<u>i otai</u>	<u>Premium Zone</u>	Standard Zone
Likely to perform at least one non-strolling/transit connection activity in Q1-Q8:	663 (99%)	363 (99%)	300 (97%)
Not at all likely to perform any non-strolling/transit connection activities in Q1-Q8:	10 (1%)	2 (1%)	8 (3%)
Not at all likely to perform any non-strolling/transit connection activities and said "Not at all important" to all features in Q.1-12:	0 (0%)	0 (0%)	0 (0%)

#### **DATE OF INTERVIEW**

			DATE			TIME		ZONE		
		THURS 4-			10AM -	1PM-	4PM-			
	TOTAL	19	FRI. 4-20	SAT. 4-21	1PM	4PM	7PM	Premium	Standard	
BASE - TOTAL	673	231	176	266	173	318	182	365	308	
RESPONDENTS	100%	100%	100%	100%	100%	100%	100%	100%	100%	
THURSDAY, APRIL 19	231	231	0	0	96	86	49	119	112	
	34%	100%	0%	0%	55%	27%	27%	33%	36%	
FRIDAY, APRIL 20	176	0	176	0	0	120	56	106	70	
	26%	0%	100%	0%	0%	38%	31%	29%	23%	
SATURDAY, APRIL 21	266	0	0	266	77	112	77	140	126	
	40%	0%	0%	100%	45%	35%	42%	38%	41%	

## TIME OF INTERVIEW

			DATE			TIME		ZO	NE
		THURS 4-			10AM -	1PM-	4PM-		
	TOTAL	19	FRI. 4-20	SAT. 4-21	1PM	4PM	7PM	Premium	Standard
BASE - TOTAL	673	231	176	266	173	318	182	365	308
RESPONDENTS	100%	100%	100%	100%	100%	100%	100%	100%	100%
10:00am - 11:00am	26	26	0	0	26	0	0	16	10
	4%	11%	0%	0%	15%	0%	0%	4%	3%
11:01am - 12:00pm	64	33	0	31	64	0	0	33	31
	10%	14%	0%	12%	37%	0%	0%	9%	10%
12:01pm - 1:00pm	83	37	0	46	83	0	0	41	42
	12%	16%	0%	17%	48%	0%	0%	11%	14%
1:01pm - 2:00pm	96	17	33	46	0	96	0	50	46
	14%	7%	19%	17%	0%	30%	0%	14%	15%
2:01pm - 3:00pm	94	26	56	12	0	94	0	57	37
	14%	11%	32%	5%	0%	30%	0%	16%	12%
3:01pm - 4:00pm	128	43	31	54	0	128	0	70	58
	19%	19%	18%	20%	0%	40%	0%	19%	19%
4:01pm - 5:00pm	87	27	14	46	0	0	87	40	47
	13%	12%	8%	17%	0%	0%	48%	11%	15%
5:01pm - 6:00pm	82	22	29	31	0	0	82	45	37
	12%	10%	16%	12%	0%	0%	45%	12%	12%
6:01pm - 7:00pm	13	0	13	0	0	0	13	13	0
	2%	0%	7%	0%	0%	0%	7%	4%	0%

## LIVE WITHIN THE DOWNTOWN'S PBID

			DATE			TIME		ZONE	
		THURS 4-			10AM -	1PM-	4PM-		
	TOTAL	19	FRI. 4-20	SAT. 4-21	1PM	4PM	7PM	Premium	Standard
BASE - TOTAL RESPONDENTS	673	231	176	266	173	318	182	365	308
	100%	100%	100%	100%	100%	100%	100%	100%	100%
YES	205	57	53	95	40	91	74	84	121
	30%	25%	30%	36%	23%	29%	41%	23%	39%
NO	436	170	112	154	126	211	99	259	177
	65%	74%	64%	58%	73%	66%	54%	71%	57%
DON'T KNOW/NO ANSWER	32	4	11	17	7	16	9	22	10
	5%	2%	6%	6%	4%	5%	5%	6%	3%

Q1-Q12 BY TOTAL, DATE, AND TIME

			DATE	1		TIME	I	ZO	NE
		THURS 4-			10AM -	1PM-	4PM-		
	TOTAL	19	FRI. 4-20	SAT. 4-21	1PM	4PM	7PM	Prem.	Std.
BASE - TOTAL RESPONDENTS	673	231	176	266	173	318	182	365	308
	100%	100%	100%	100%	100%	100%	100%	100%	100%
Q1 - LIKELY TO: STROLL/WALK									
AROUND									
VERY LIKELY	504	167	129	208	125	246	133	285	219
	75%	72%	73%	78%	72%	77%	73%	78%	71%
SOMEWHAT LIKELY	92	41	26	25	26	38	28	40	52
SOMEWIN CINCEL	14%	18%	15%	9%	15%	12%	15%	11%	17%
SLIGHTLY LIKELY	43	14	11	18	12	17	14	23	20
SLIGHTLT LIKELT									
	6%	6%	6%	7%	7%	5%	8%	6%	6%
NOT AT ALL LIKELY	34	9	10	15	10	17	7	17	17
	5%	4%	6%	6%	6%	5%	4%	5%	6%
Q2 - LIKELY TO: EAT/DRINK AT									
RESTAURANT									
VERY LIKELY	440	153	106	181	114	218	108	244	196
	65%	66%	60%	68%	66%	69%	59%	67%	64%
SOMEWHAT LIKELY	134	51	39	44	31	56	47	70	64
JOHNETTIN TEINEET	20%	22%	22%	17%	18%	18%	26%	19%	21%
SUCUTIVITIES									
SLIGHTLY LIKELY	48	16	16	16	12	18	18	24	24
	7%	7%	9%	6%	7%	6%	10%	7%	8%
NOT AT ALL LIKELY	51	11	15	25	16	26	9	27	24
	8%	5%	9%	9%	9%	8%	5%	7%	8%
Q3 - LIKELY TO: SHOP									
VERY LIKELY	330	133	82	115	92	151	87	204	126
· Livi LiviLiv	49%	58%	47%	43%	53%	47%	48%	56%	41%
CONTINUENT				43/6					
SOMEWHAT LIKELY	147	57	47		43	67 240/	37	83	64
	22%	25%	27%	16%	25%	21%	20%	23%	21%
SLIGHTLY LIKELY	90	25	29	36	16	43	31	32	58
	13%	11%	16%	14%	9%	14%	17%	9%	19%
NOT AT ALL LIKELY	106	16	18	72	22	57	27	46	60
	16%	7%	10%	27%	13%	18%	15%	13%	19%
Q4 - LIKELY TO: GO TO A MOVIE									
VERY LIKELY	188	63	53	72	44	91	53	108	80
VERT LIKELT									
	28%	27%	30%	27%	25%	29%	29%	30%	26%
SOMEWHAT LIKELY	105	45	25	35	36	45	24	66	39
	16%	19%	14%	13%	21%	14%	13%	18%	13%
SLIGHTLY LIKELY	108	42	34	32	27	49	32	53	55
	16%	18%	19%	12%	16%	15%	18%	15%	18%
NOT AT ALL LIKELY	272	81	64	127	66	133	73	138	134
	40%	35%	36%	48%	38%	42%	40%	38%	44%
Q5 - LIKELY TO: CONDUCT	1070	3370	30,0		3370	1270	1070	33,0	/.
•				1					
PROFESSIONAL BUSINESS	220	0.3	0.5	73	<b>CO</b>	111	60	1.10	0.2
VERY LIKELY	239	82	85	72	68	111	60	146	93
	36%	35%	48%	27%	39%	35%	33%	40%	30%
SOMEWHAT LIKELY	85	34	19	32	25	36	24	49	36
	13%	15%	11%	12%	14%	11%	13%	13%	12%
SLIGHTLY LIKELY	60	31	12	17	10	31	19	34	26
	9%	13%	7%	6%	6%	10%	10%	9%	8%
NOT AT ALL LIKELY	289	84	60	145	70	140	79	136	153
	43%	36%	34%	55%	40%	44%	43%	37%	50%
OF THEIN TO CONDUCT	43/0	30/0	34/0	33/0	+0/0	<del>-1-1</del> /0	+3/0	31/0	30%
Q6 - LIKELY TO: CONDUCT									
PERSONAL BUSINESS									
VERY LIKELY	207	75	77	55	53	101	53	125	82
	31%	32%	44%	21%	31%	32%	29%	34%	27%
SOMEWHAT LIKELY	122	49	33	40	31	52	39	72	50
	18%	21%	19%	15%	18%	16%	21%	20%	16%
SLIGHTLY LIKELY	100	33	24	43	25	48	27	52	48
JEIGHTET LINELT									
NOT AT ALL LIKELY	15%	14%	14%	16%	14%	15%	15%	14%	16%
	244	74	42	128	64	117	63	116	128

I	36%	32%	24%	48%	37%	37%	35%	32%	42%
Q7 - LIKELY TO: ATTEND	3070	5275	2.75	1070	0770	37,75	3373	52,5	,
FESTIVAL/SPECIAL EVENT									
VERY LIKELY	352	118	102	132	95	177	80	224	128
	52%	51%	58%	50%	55%	56%	44%	61%	42%
SOMEWHAT LIKELY	129	54	36	39	36	56	37	62	67
	19%	23%	20%	15%	21%	18%	20%	17%	22%
SLIGHTLY LIKELY	64	27	13	24	16	25	23	29	35
	10%	12%	7%	9%	9%	8%	13%	8%	11%
NOT AT ALL LIKELY	128	32	25	71	26	60	42	50	78
	19%	14%	14%	27%	15%	19%	23%	14%	25%
Q8 - LIKELY TO: STAY OVERNIGHT									
AT HOTEL									
VERY LIKELY	137	54	34	49	38	73	26	81	56
	20%	23%	19%	18%	22%	23%	14%	22%	18%
SOMEWHAT LIKELY	41	23	12	6	6	26	9	24	17
	6%	10%	7%	2%	3%	8%	5%	7%	6%
SLIGHTLY LIKELY	71	28	17	26	14	29	28	37	34
	11%	12%	10%	10%	8%	9%	15%	10%	11%
NOT AT ALL LIKELY	424	126	113	185	115	190	119	223	201
	63%	55%	64%	70%	66%	60%	65%	61%	65%
Q9 - IMPORTANCE OF: SAFETY	03/0	3370	J-70	, 5,0	3070	3070	3370	31/0	3370
S IIII SIIII III SAILII									
VERY IMPORTANT	501	169	126	206	134	234	133	295	206
VERT IIVII ORTAIVI	74%	73%	72%	77%	77%	74%	73%	81%	67%
SOMEWHAT IMPORTANT	124	44	35	45	28	65	31	54	70
SOMEWHAT IN ORTAN	18%	19%	20%	17%	16%	20%	17%	15%	23%
JUST SLIGHTLY IMPORTANT	38	14	11	13	10	13	15	13	25
JOST SEIGHTET IMPORTANT	6%	6%	6%	5%	6%	4%	8%	4%	8%
NOT AT ALL IMPORTANT	10	4	4	2	1	6	3	3	7
NOT AT ALL INFORTANT	1%	2%	2%	1%	1%	2%	2%	1%	2%
Q10 - IMPORTANCE OF:	170	270	270	170	170	270	270	1/0	270
CLEANLINESS									
VERY IMPORTANT	505	165	140	200	123	255	127	294	211
VERT IIVII ORTAIVI	75%	71%	80%	75%	71%	80%	70%	81%	69%
SOMEWHAT IMPORTANT	134	53	25	56	43	50	41	61	73
SOMEWHAT IN ORTAN	20%	23%	14%	21%	25%	16%	23%	17%	24%
JUST SLIGHTLY IMPORTANT	31	12	9	10	6	12	13	9	22
JOST SEIGHTET HVIF OKTANT	5%	5%	5%	4%	3%	4%	7%	2%	7%
NOT AT ALL IMPORTANT	3	1	2	0	1	1	1	1	2
NOT AT ALL IN GRAZIN	0%	0%	1%	0%	1%	0%	1%	0%	1%
Q11 - IMPORTANCE OF:	070	070	170	070	170	070	170	070	170
APPEARANCE									
VERY IMPORTANT	440	141	121	178	115	220	105	246	194
12/11/11/11/11	65%	61%	69%	67%	66%	69%	58%	67%	63%
SOMEWHAT IMPORTANT	170	62	43	65	47	72	51	94	76
Sometrina and Salar	25%	27%	24%	24%	27%	23%	28%	26%	25%
JUST SLIGHTLY IMPORTANT	52	23	8	21	11	21	20	20	32
JOS. SEIGHTEI IIVII ONTANI	8%	10%	5%	8%	6%	7%	11%	5%	10%
NOT AT ALL IMPORTANT	11	5	4	2	0	5	6	5	6
	2%	2%	2%	1%	0%	2%	3%	1%	2%
Q12 - IMPORTANCE OF: NEW	2,3	2,0		1/3	0,0	270	370	1,3	270
BUSINESSES/RESTAURANTS									
VERY IMPORTANT	402	113	115	174	100	204	98	224	178
12/11/11/11/11	60%	49%	65%	65%	58%	64%	54%	61%	58%
SOMEWHAT IMPORTANT	155	60	45	50	42	70	43	89	66
SOMEWIAI IWI ONIANI	23%	26%	26%	19%	24%	22%	24%	24%	21%
JUST SLIGHTLY IMPORTANT	79	37	10	32	24%	22%	24%	33	46
JOST SCIGITICI IMPORTANT	12%	16%	6%	12%	12%	9%	16%	9%	46 15%
NOT AT ALL IMPORTANT	37	21	6	10	10	9% 15	12	19	15%
NOTAL ALL INFORTANT	5%	9%	3%	4%	6%	5%	7%	5%	18 6%
	370	370	370	470	070	J70	7 70	370	070

## Q1 STROLL OR WALK AROUND OR SIMPLY WAIT TO MAKE A TRANSIT CONNECTION

			QUES	TION 1	
		\/E5\/	CNANT	CI CUTU	NOT AT
	TOTAL	VERY	SMWHT	SLGHTLY	ALL
BASE: TOTAL RESPONDENTS	TOTAL 673	LKELY 504	LKELY 92	LIKELY 43	LIKELY 34
BASE. TO THE REST GROENTS	100%	100%	100%	100%	100%
Q1 - LIKELY TO: STROLL/WALK AROUND					
VERY LIKELY	504	504	0	0	0
	75%	100%	0%	0%	0%
SOMEWHAT LIKELY	92	0	92	0	0
SLIGHTLY LIKELY	14% 43	0% 0	100% 0	0% 43	0% 0
SLIGHTLI LIKELI	6%	0%	0%	100%	0%
NOT AT ALL LIKELY	34	0	0	0	34
O2 LIVELY TO FAT (DDINK AT DECTALIDANT	5%	0%	0%	0%	100%
Q2 - LIKELY TO: EAT/DRINK AT RESTAURANT					
VERY LIKELY	440	376	38	12	14
SOMEWHAT LIKELY	65%	75% 73	41% 41	28%	41% 7
JOINLWHAT LIKELT	134 20%	73 14%	41 45%	13 30%	21%
SLIGHTLY LIKELY	48	20	10	16	2
	7%	4%	11%	37%	6%
NOT AT ALL LIKELY	51	35	3	2	11
Q3 - LIKELY TO: SHOP	8%	7%	3%	5%	32%
			_		
VERY LIKELY	330 49%	283 56%	27 29%	11 26%	9 26%
SOMEWHAT LIKELY	147	88	42	12	5
	22%	17%	46%	28%	15%
SLIGHTLY LIKELY	90	52 100/	19 21%	16 37%	3 9%
NOT AT ALL LIKELY	13% 106	10% 81	4	37%	9% 17
NOT AT ALL LINEET	16%	16%	4%	9%	50%
Q4 - LIKELY TO: GO TO A MOVIE					
VERY LIKELY	188	163	14	5	6
	28%	32%	15%	12%	18%
SOMEWHAT LIKELY	105	62	28	10	5
	16%	12%	30%	23%	15%
SLIGHTLY LIKELY	108	68	24	15 250/	1
NOT AT ALL LIKELY	16% 272	13% 211	26% 26	35% 13	3% 22
NOT AT ALL LINEET	40%	42%	28%	30%	65%
Q5 - LIKELY TO: CONDUCT PROFESSIONAL BUSINESS	1271	12/1			55,1
VERY LIKELY	239	208	16	5	10
	36%	41%	17%	12%	29%
SOMEWHAT LIKELY	85	60	18	5	2
SLIGHTLY LIKELY	13% 60	12% 38	20% 15	12% 5	6% 2
<u> </u>	9%	8%	16%	12%	6%
NOT AT ALL LIKELY	289	198	43	28	20
Q6 - LIKELY TO: CONDUCT PERSONAL BUSINESS	43%	39%	47%	65%	59%
VERY LIKELY	207	182	13	3	9
VLIVI LINLLI	31%	36%	14%	7%	26%
SOMEWHAT LIKELY	122	94	20	4	4
	18%	19%	22%	9%	12%
SLIGHTLY LIKELY	100	58	22	17	3
NOT AT ALL LIKELY	15% 244	12% 170	24% 37	40% 19	9% 18

	36%	34%	40%	44%	53%
Q7 - LIKELY TO: ATTEND FESTIVAL/SPECIAL EVENT	3070	3170	1070	1170	3370
VEDVIJUELV	252	201	22	16	12
VERY LIKELY	352 52%	291 58%	32 35%	16 37%	13 38%
SOMEWHAT LIKELY	129	79	31	11	8
	19%	16%	34%	26%	24%
SLIGHTLY LIKELY	64	32	17	14	1
	10%	6%	18%	33%	3%
NOT AT ALL LIKELY	128	102	12	2	12
Q8 - LIKELY TO: STAY OVERNIGHT AT HOTEL	19%	20%	13%	5%	35%
de Enter 10. 31/11 Overtune 111/11 110/12					
VERY LIKELY	137	117	9	4	7
SOMEWHAT LIKELY	20% 41	23% 30	10% 7	9% 1	21% 3
30MEWHAT LIKELT	6%	6%	8%	2%	9%
SLIGHTLY LIKELY	71	55	11	3	2
	11%	11%	12%	7%	6%
NOT AT ALL LIKELY	424	302	65	35	22
00 144000744105 05 045574	63%	60%	71%	81%	65%
Q9 - IMPORTANCE OF: SAFETY					
VERY IMPORTANT	501	414	46	20	21
	74%	82%	50%	47%	62%
SOMEWHAT IMPORTANT	124	70	34	15	5
HIST SUCHTLY IMPORTANT	18%	14%	37%	35%	15% 7
JUST SLIGHTLY IMPORTANT	38 6%	13 3%	10 11%	8 19%	21%
NOT AT ALL IMPORTANT	10	7	2	0	1
	1%	1%	2%	0%	3%
Q10 - IMPORTANCE OF: CLEANLINESS					
VERY IMPORTANT	505	417	46	19	23
VERN IIVII GRAZIA	75%	83%	50%	44%	68%
SOMEWHAT IMPORTANT	134	77	35	15	7
	20%	15%	38%	35%	21%
JUST SLIGHTLY IMPORTANT	31	8	10	9	4
NOT AT ALL IMPORTANT	5% 3	2% 2	11% 1	21% 0	12% 0
NOT AT ALL IMPORTANT	0%	0%	1%	0%	0%
Q11 - IMPORTANCE OF: APPEARANCE	070	070	170	070	0,0
VERY IN ADOPT AND	440	260	20	4.5	40
VERY IMPORTANT	440 65%	368 73%	38 41%	15 35%	19 56%
SOMEWHAT IMPORTANT	170	105	42	16	7
	25%	21%	46%	37%	21%
JUST SLIGHTLY IMPORTANT	52	26	9	12	5
	8%	5%	10%	28%	15%
NOT AT ALL IMPORTANT	11	5	3	0	3
Q12 - IMPORTANCE OF: NEW	2%	1%	3%	0%	9%
BUSINESSES/RESTAURANTS					
VERY IMPORTANT	402	339	33	11	19
	60%	67%	36%	26%	56%
SOMEWHAT IMPORTANT	155	96	34	17	8
HIST CHICHTLY IMPORTANT	23%	19%	37%	40%	24%
JUST SLIGHTLY IMPORTANT	79 12%	46 9%	17 18%	11 26%	5 15%
NOT AT ALL IMPORTANT	37	23	8	4	2
	5%	5%	9%	9%	6%

## Q2. EAT OR DRINK AT A RESTAURANT, CAFE OR BAR?

		QUESTION 2				
	TOTAL	VERY LKELY	SMWHT LKELY	SLGHTLY LIKELY	NOT AT ALL LIKELY	
BASE: TOTAL RESPONDENTS	673	440	134	48	51	
Q1 - LIKELY TO: STROLL/WALK AROUND	100%	100%	100%	100%	100%	
VERY LIKELY	504	376	73	20	35	
SOMEWHAT LIKELY	75% 92	85% 38	54% 41	42% 10	69% 3	
SLIGHTLY LIKELY	14% 43	9% 12	31% 13	21% 16	6% 2	
NOT AT ALL LIKELY	6% 34	3% 14	10% 7 5%	33% 2 4%	4% 11 22%	
Q2 - LIKELY TO: EAT/DRINK AT RESTAURANT	5%	3%	5%	470	2270	
VERY LIKELY	440	440	0	0	0	
SOMEWHAT LIKELY	65% 134	100%	0% 134	0% 0	0% 0	
SLIGHTLY LIKELY	20% 48	0% 0	100% 0	0% 48	0% 0	
NOT AT ALL LIKELY	7% 51	0% 0	0% 0	100% 0	0% 51	
Q3 - LIKELY TO: SHOP	8%	0%	0%	0%	100%	
VERY LIKELY	330	276	33	6	15	
SOMEWHAT LIKELY	49% 147	63% 69	25% 62	13% 9	29% 7	
SLIGHTLY LIKELY	90 130/	16% 34	46% 29	19% 25	14% 2	
NOT AT ALL LIKELY	13% 106	8% 61	22% 10	52% 8	4% 27	
Q4 - LIKELY TO: GO TO A MOVIE	16%	14%	7%	17%	53%	
VERY LIKELY	188	162	16	1	9	
SOMEWHAT LIKELY	28% 105	37% 66	12% 30	2% 5	18% 4	
	16%	15%	22%	10%	8%	
SLIGHTLY LIKELY	108 16%	53 12%	34 25%	19 40%	2 4%	
NOT AT ALL LIKELY	272 40%	159 36%	54 40%	23 48%	36 71%	
Q5 - LIKELY TO: CONDUCT PROFESSIONAL BUSINESS						
VERY LIKELY	239	184	35	5	15	
SOMEWHAT LIKELY	36% 85	42% 54	26% 24	10% 3	29% 4	
SLIGHTLY LIKELY	13% 60	12% 41	18% 10	6% 7	8% 2	
NOT AT ALL LIKELY	9% 289	9% 161	7% 65	15% 33	4% 30	
Q6 - LIKELY TO: CONDUCT PERSONAL BUSINESS	43%	37%	49%	69%	59%	
VERY LIKELY	207 31%	155 35%	27 20%	7 15%	18 35%	
SOMEWHAT LIKELY	122	82	33	4	3	
SLIGHTLY LIKELY	18% 100	19% 57	25% 24	8% 18	6% 1	
	15%	13%	18%	38%	2%	
NOT AT ALL LIKELY	244	146	50	19	29	

1	36%	33%	37%	40%	57%
Q7 - LIKELY TO: ATTEND FESTIVAL/SPECIAL EVENT	3070	3370	3770	1070	3770
VERY LIKELY	352	285	46	8	13
COMPANIAT LIKELY	52%	65%	34%	17%	25%
SOMEWHAT LIKELY	129 19%	60 14%	48 36%	14 29%	7 14%
SLIGHTLY LIKELY	64	24	18	18	4
	10%	5%	13%	38%	8%
NOT AT ALL LIKELY	128 19%	71 16%	22 16%	8 17%	27 53%
Q8 - LIKELY TO: STAY OVERNIGHT AT HOTEL	1370	1070	1070	1770	3370
VERY LIKELY	137	120	12	2	3
	20%	27%	9%	4%	6%
SOMEWHAT LIKELY	41 6%	30 7%	8 6%	2 4%	1 2%
SLIGHTLY LIKELY	71	45	18	5	3
	11%	10%	13%	10%	6%
NOT AT ALL LIKELY	424	245	96 720/	39	44
Q9 - IMPORTANCE OF: SAFETY	63%	56%	72%	81%	86%
VERY IMPORTANT	501	363	81	18	39
VERT IIVIFORTANT	74%	83%	60%	38%	76%
SOMEWHAT IMPORTANT	124	64	39	14	7
HIST SUSCITIVE ADOLD TANK	18%	15%	29%	29%	14%
JUST SLIGHTLY IMPORTANT	38 6%	8 2%	13 10%	13 27%	4 8%
NOT AT ALL IMPORTANT	10	5	1	3	1
O40 IMPORTANCE OF CLEANUALESS	1%	1%	1%	6%	2%
Q10 - IMPORTANCE OF: CLEANLINESS					
VERY IMPORTANT	505	367	84	20	34
CONTENUEST INTOORTANT	75%	83%	63%	42%	67% 14
SOMEWHAT IMPORTANT	134 20%	69 16%	38 28%	13 27%	27%
JUST SLIGHTLY IMPORTANT	31	2	12	14	3
	5%	0%	9%	29%	6%
NOT AT ALL IMPORTANT	3	2	0	1	0
Q11 - IMPORTANCE OF: APPEARANCE	0%	0%	0%	2%	0%
VERY IMPORTANT	440 65%	320 73%	69 51%	17 35%	34 67%
SOMEWHAT IMPORTANT	170	96	47	17	10
	25%	22%	35%	35%	20%
JUST SLIGHTLY IMPORTANT	52	20	17	11	4
NOT AT ALL IMPORTANT	8% 11	5% 4	13% 1	23% 3	8% 3
NOT ALL INITION AND INVESTIGATION OF THE INITIAL PROPERTY OF THE INITIAL PROPE	2%	1%	1%	6%	6%
Q12 - IMPORTANCE OF: NEW					
BUSINESSES/RESTAURANTS	402	200	60	45	20
VERY IMPORTANT	402 60%	298 68%	60 45%	15 31%	29 57%
SOMEWHAT IMPORTANT	155	87	42	15	11
	23%	20%	31%	31%	22%
JUST SLIGHTLY IMPORTANT	79	37	21	14	7
NOT AT ALL IMPORTANT	12% 37	8% 18	16% 11	29% 4	14% 4
NOTAL ALL IIVIFORTANT	5%	4%	8%	8%	8%
	1 3/0	1.70	L 5/6	L 3/0	5/0

Q3. SHOP		QUESTION 3					
		VEDV	CNAVALLT	CLCUTLY	NOT AT		
	TOTAL	VERY LKELY	SMWHT LKELY	SLGHTLY LIKELY	ALL LIKELY		
BASE: TOTAL RESPONDENTS	673	330	147	90	106		
Q1 - LIKELY TO: STROLL/WALK AROUND	100%	100%	100%	100%	100%		
VERY LIKELY	504 75%	283 86%	88 60%	52 58%	81 76%		
SOMEWHAT LIKELY	92	27	42	19	4		
SLIGHTLY LIKELY	14% 43	8% 11	29% 12	21% 16	4% 4		
	6%	3%	8%	18%	4%		
NOT AT ALL LIKELY	34 5%	9 3%	5 3%	3 3%	17 16%		
Q2 - LIKELY TO: EAT/DRINK AT RESTAURANT	370	370	370	3,0	10/0		
VERY LIKELY	440	276	69	34	61		
COMPANIATING	65%	84%	47%	38%	58%		
SOMEWHAT LIKELY	134 20%	33 10%	62 42%	29 32%	10 9%		
SLIGHTLY LIKELY	48	6	9	25	8		
	7%	2%	6%	28%	8%		
NOT AT ALL LIKELY	51 8%	15 5%	7 5%	2 2%	27 25%		
Q3 - LIKELY TO: SHOP	0,1	3,0	3,1	_,,	20/0		
VERY LIKELY	330	330	0	0	0		
SOMEWHAT LIKELY	49% 147	100% 0	0% 147	0% 0	0% 0		
30WEWIWI EIKEET	22%	0%	100%	0%	0%		
SLIGHTLY LIKELY	90	0	0	90	0		
NOT AT ALL LIKELY	13% 106	0% 0	0% 0	100% 0	0% 106		
	16%	0%	0%	0%	100%		
Q4 - LIKELY TO: GO TO A MOVIE							
VERY LIKELY	188	145	20	6	17		
SOMEWHAT LIKELY	28% 105	44% 46	14% 45	7% 11	16% 3		
	16%	14%	31%	12%	3%		
SLIGHTLY LIKELY	108	40	35	32	1		
NOT AT ALL LIKELY	16% 272	12% 99	24% 47	36% 41	1% 85		
NOT AT ALL LINEET	40%	30%	32%	46%	80%		
Q5 - LIKELY TO: CONDUCT PROFESSIONAL BUSINESS							
VERY LIKELY	239	147	48	21	23		
SOMEWHAT LIKELY	36% 85	45% 56	33% 20	23% 5	22% 4		
	13%	17%	14%	6%	4%		
SLIGHTLY LIKELY	60 9%	32 10%	15 10%	11 12%	2 2%		
NOT AT ALL LIKELY	289	95	64	53	77		
Q6 - LIKELY TO: CONDUCT PERSONAL BUSINESS	43%	29%	44%	59%	73%		
VERY LIKELY	207	152	31	12	12		
VEIN LINEE!	31%	46%	21%	13%	11%		
SOMEWHAT LIKELY	122	67	38	13	4		
SLIGHTLY LIKELY	18% 100	20% 43	26% 22	14% 29	4% 6		
	15%	13%	15%	32%	6%		
NOT AT ALL LIKELY	244	68	56	36	84		

	36%	21%	38%	40%	79%
Q7 - LIKELY TO: ATTEND FESTIVAL/SPECIAL EVENT	30%	21/6	3676	40%	73/6
VERY LIKELY	352	213	72	28	39
12.11 2.112	52%	65%	49%	31%	37%
SOMEWHAT LIKELY	129	52	40	27	10
	19%	16%	27%	30%	9%
SLIGHTLY LIKELY	64	18	15	23	8
	10%	5%	10%	26%	8%
NOT AT ALL LIKELY	128	47	20	12	49
Q8 - LIKELY TO: STAY OVERNIGHT AT HOTEL	19%	14%	14%	13%	46%
VEDVINELY	407	70	24	4.4	22
VERY LIKELY	137 20%	79 24%	21 14%	14 16%	23 22%
SOMEWHAT LIKELY	41	26	11	2	2
JOINEWITH EINEET	6%	8%	7%	2%	2%
SLIGHTLY LIKELY	71	38	22	7	4
	11%	12%	15%	8%	4%
NOT AT ALL LIKELY	424	187	93	67	77
	63%	57%	63%	74%	73%
Q9 - IMPORTANCE OF: SAFETY					
VERY IMPORTANT	501	288	91	45	77
	74%	87%	62%	50%	73%
SOMEWHAT IMPORTANT	124	36	44	28	16
	18%	11%	30%	31%	15%
JUST SLIGHTLY IMPORTANT	38	4	9	16	9
NOT AT ALL IMPORTANT	6%	1%	6%	18%	8%
NOT AT ALL IMPORTANT	10 1%	2 1%	3 2%	1 1%	4 4%
Q10 - IMPORTANCE OF: CLEANLINESS	170	170	270	1%	4%
VERY IMPORTANT	505	289	93	47	76
VERT IMPORTANT	75%	88%	63%	52%	72%
SOMEWHAT IMPORTANT	134	39	48	26	21
	20%	12%	33%	29%	20%
JUST SLIGHTLY IMPORTANT	31	1	6	17	7
	5%	0%	4%	19%	7%
NOT AT ALL IMPORTANT	3	1	0	0	2
	0%	0%	0%	0%	2%
Q11 - IMPORTANCE OF: APPEARANCE					
VERY IMPORTANT	440	256	77	41	66
	65%	78%	52%	46%	62%
SOMEWHAT IMPORTANT	170	55	59	31	25
	25%	17%	40%	34%	24%
JUST SLIGHTLY IMPORTANT	52	14	10	17	11
	8%	4%	7%	19%	10%
NOT AT ALL IMPORTANT	11	5	1	1	4
	2%	2%	1%	1%	4%
Q12 - IMPORTANCE OF: NEW					
BUSINESSES/RESTAURANTS	402	21/	75	42	71
VERY IMPORTANT	402 60%	214 65%	75 51%	42 47%	71 67%
SOMEWHAT IMPORTANT	155	60	51% 51	47% 27	17
SOMEWING IN ONLY	23%	18%	35%	30%	16%
JUST SLIGHTLY IMPORTANT	79	36	12	18	13
	12%	11%	8%	20%	12%
NOT AT ALL IMPORTANT	37	20	9	3	5
	5%	6%	6%	3%	5%

## Q4. GO TO A MOVIE

Q4. GO TO A MOVIE			QUES	TION 4	
		VERY	SMWHT	SLGHTLY	NOT AT ALL
	TOTAL	LKELY	LKELY	LIKELY	LIKELY
BASE: TOTAL RESPONDENTS	673	188	105	108	272
Q1 - LIKELY TO: STROLL/WALK AROUND	100%	100%	100%	100%	100%
VERY LIKELY	504	163	62	68	211
COMENMIAT LIVELY	75%	87%	59%	63%	78%
SOMEWHAT LIKELY	92 14%	14 7%	28 27%	24 22%	26 10%
SLIGHTLY LIKELY	43 6%	5 3%	10 10%	15 14%	13 5%
NOT AT ALL LIKELY	34	6	5	1	22
Q2 - LIKELY TO: EAT/DRINK AT RESTAURANT	5%	3%	5%	1%	8%
VERY LIKELY	440	162	66	53	159
SOMEWHAT LIKELY	65% 134	86% 16	63% 30	49% 34	58% 54
SOIVIEW HAT LIKELY	20%	9%	29%	31%	20%
SLIGHTLY LIKELY	48	1	5	19	23
NOT AT ALL LIVELY	7%	1%	5%	18%	8%
NOT AT ALL LIKELY	51 8%	9 5%	4 4%	2 2%	36 13%
Q3 - LIKELY TO: SHOP					
VERY LIKELY	330 49%	145 77%	46 44%	40 37%	99 36%
SOMEWHAT LIKELY	147	20	45	35	47
SLIGHTLY LIKELY	22% 90	11% 6	43% 11	32% 32	17% 41
NOT AT ALL LIVELY	13%	3%	10%	30%	15%
NOT AT ALL LIKELY	106 16%	17 9%	3 3%	1 1%	85 31%
Q4 - LIKELY TO: GO TO A MOVIE					
VERY LIKELY	188 28%	188 100%	0 0%	0 0%	0 0%
SOMEWHAT LIKELY	105	0	105	0	0
CHCUTIVINGIN	16%	0%	100%	0%	0%
SLIGHTLY LIKELY	108 16%	0 0%	0 0%	108 100%	0 0%
NOT AT ALL LIKELY	272	0	0	0	272
Q5 - LIKELY TO: CONDUCT PROFESSIONAL BUSINESS	40%	0%	0%	0%	100%
VERY LIKELY	239	96	34	35	74
	36%	51%	32%	32%	27%
SOMEWHAT LIKELY	85 13%	24 13%	27 26%	14 13%	20 7%
SLIGHTLY LIKELY	60 9%	19 10%	15 14%	15 14%	11 4%
NOT AT ALL LIKELY	289	49	29	44	167
Q6 - LIKELY TO: CONDUCT PERSONAL BUSINESS	43%	26%	28%	41%	61%
VERY LIKELY	207	108	23	31	45
SOMEWHAT LIKELY	31% 122	57% 24	22% 39	29% 26	17% 33
	18%	13%	37%	24%	12%
SLIGHTLY LIKELY	100 15%	20 11%	20 19%	28 26%	32 12%
NOT AT ALL LIKELY	244	36	23	23	162

Q7 - LIKELY TO: ATTEND FESTIVAL/SPECIAL EVENT	36%	19%	22%	21%	60%
	0.50		_,		
VERY LIKELY	352 52%	138 73%	71 68%	42 39%	101 37%
SOMEWHAT LIKELY	129	19	24	43	43
	19%	10%	23%	40%	16%
SLIGHTLY LIKELY	64	6	6	19	33
NOT AT ALL LIKELY	10% 128	3% 25	6% 4	18% 4	12% 95
NOT AT ALL LIKELT	19%	13%	4%	4%	35%
Q8 - LIKELY TO: STAY OVERNIGHT AT HOTEL			.,,-	.,,-	
VERY LIKELY	137	45	11	14	67
	20%	24%	10%	13%	25%
SOMEWHAT LIKELY	41	19	7	7	8
SLIGHTLY LIKELY	6% 71	10% 26	7% 17	6% 14	3% 14
SLIGHTLY LIKELY	11%	14%	16%	13%	5%
NOT AT ALL LIKELY	424	98	70	73	183
	63%	52%	67%	68%	67%
Q9 - IMPORTANCE OF: SAFETY					
VERY IMPORTANT	501	158	78	61	204
	74%	84%	74%	56%	75%
SOMEWHAT IMPORTANT	124 18%	26 14%	20 19%	34 31%	44 16%
JUST SLIGHTLY IMPORTANT	38	1470	6	12	19
	6%	1%	6%	11%	7%
NOT AT ALL IMPORTANT	10	3	1	1	5
Q10 - IMPORTANCE OF: CLEANLINESS	1%	2%	1%	1%	2%
					•••
VERY IMPORTANT	505 75%	162 86%	77 73%	66 61%	200 74%
SOMEWHAT IMPORTANT	134	25	25	31	53
	20%	13%	24%	29%	19%
JUST SLIGHTLY IMPORTANT	31	0	3	11	17
NOT AT ALL MADODTANT	5%	0%	3%	10%	6%
NOT AT ALL IMPORTANT	3 0%	1 1%	0 0%	0 0%	2 1%
Q11 - IMPORTANCE OF: APPEARANCE	070	170	070	070	170
VERY IMPORTANT	440	147	62	57	174
VERT HAIL OUT WATER	65%	78%	59%	53%	64%
SOMEWHAT IMPORTANT	170	32	35	39	64
	25%	17%	33%	36%	24%
JUST SLIGHTLY IMPORTANT	52 8%	7 4%	8 8%	11 10%	26 10%
NOT AT ALL IMPORTANT	8% 11	4% 2	8% 0	10%	10% 8
	2%	1%	0%	1%	3%
Q12 - IMPORTANCE OF: NEW					
BUSINESSES/RESTAURANTS					
VERY IMPORTANT	402 60%	138 73%	57 54%	52 48%	155 57%
SOMEWHAT IMPORTANT	155	31	54% 31	48% 35	57% 58
	23%	16%	30%	32%	21%
JUST SLIGHTLY IMPORTANT	79	12	14	16	37
	12%	6%	13%	15%	14%
NOT AT ALL IMPORTANT	37	7	3	5	22
	5%	4%	3%	5%	8%

# Q5. CONDUCT PROFESSIONAL BUSINESS LIKE GO TO WORK, VISIT A DOCTOR, REAL ESTATE AGENT OR ACCOUNTANT

		QUESTION 5					
					NOT AT		
		VERY	SMWHT	SLGHTLY	ALL		
	TOTAL	LKELY	LKELY	LIKELY	LIKELY		
BASE: TOTAL RESPONDENTS	673	239	85	60	289		
Q1 - LIKELY TO: STROLL/WALK AROUND	100%	100%	100%	100%	100%		
VERY LIKELY	504	208	60	38	198		
SOMEWHAT LIKELY	75% 92	87% 16	71% 18	63% 15	69% 43		
SLIGHTLY LIKELY	14% 43	7% 5	21% 5	25% 5	15% 28		
	6%	2%	6%	8%	10%		
NOT AT ALL LIKELY	34 5%	10 4%	2 2%	2 3%	20 7%		
Q2 - LIKELY TO: EAT/DRINK AT RESTAURANT							
VERY LIKELY	440 65%	184 77%	54 64%	41 68%	161 56%		
SOMEWHAT LIKELY	134 20%	35 15%	24 28%	10 17%	65 22%		
SLIGHTLY LIKELY	48	5	3	7	33		
NOT AT ALL LIKELY	7% 51	2% 15	4% 4	12% 2	11% 30		
Q3 - LIKELY TO: SHOP	8%	6%	5%	3%	10%		
VERY LIKELY	330	147	56	32	95		
SOMEWHAT LIKELY	49% 147	62% 48	66% 20	53% 15	33% 64		
	22%	20%	24%	25%	22%		
SLIGHTLY LIKELY	90 13%	21 9%	5 6%	11 18%	53 18%		
NOT AT ALL LIKELY	106 16%	23 10%	4 5%	2 3%	77 27%		
Q4 - LIKELY TO: GO TO A MOVIE							
VERY LIKELY	188 28%	96 40%	24 28%	19 32%	49 17%		
SOMEWHAT LIKELY	105 16%	34 14%	27 32%	15	29 10%		
SLIGHTLY LIKELY	108	35	14	25% 15	44		
NOT AT ALL LIKELY	16% 272	15% 74	16% 20	25% 11	15% 167		
Q5 - LIKELY TO: CONDUCT PROFESSIONAL BUSINESS	40%	31%	24%	18%	58%		
	220	220		_	0		
VERY LIKELY	239 36%	239 100%	0 0%	0 0%	0 0%		
SOMEWHAT LIKELY	85 13%	0 0%	85 100%	0 0%	0 0%		
SLIGHTLY LIKELY	60 9%	0	0	60 100%	0 0%		
NOT AT ALL LIKELY	289	0	0	0	289		
Q6 - LIKELY TO: CONDUCT PERSONAL BUSINESS	43%	0%	0%	0%	100%		
VERY LIKELY	207	146	21	8	32		
SOMEWHAT LIKELY	31% 122	61% 39	25% 51	13% 10	11% 22		
SLIGHTLY LIKELY	18% 100	16% 15	60% 9	17% 36	8% 40		
	15%	6%	11%	60%	14%		
NOT AT ALL LIKELY	244 36%	39 16%	4 5%	6 10%	195 67%		

VERY LIKELY	Q7 - LIKELY TO: ATTEND FESTIVAL/SPECIAL EVENT					
SOMEWHAT LIKELY	VERVIIKELV	352	166	50	3/1	102
SOMEWHAT LIKELY	VERT LIKELY					
SLIGHTLY LIKELY	SOMEWHAT LIKELY					
NOT AT ALL LIKELY		19%	15%	21%	27%	21%
NOT AT ALL LIKELY	SLIGHTLY LIKELY	64	13	8	9	34
19%   10%   11%   2%   32%		10%			15%	12%
Q8 - LIKELY TO: STAY OVERNIGHT AT HOTEL   VERY LIKELY   137   76   1   5   55	NOT AT ALL LIKELY					
VERY LIKELY  SOMEWHAT LIKELY  20% 32% 11% 8% 19% 50MEWHAT LIKELY  41 12 14 7 8 8 13% 11% 18 13 9 11% 18 13 9 11% 18 13 9 11% 18 13 9 11% 18 13 9 11% 18 13 9 11% 18 13 9 11% 18 13 9 11% 18 13 9 11% 18 13 9 11% 18 13 9 11% 18 13 9 11% 18 13 9 11% 18 13 9 11% 19% 19% 19% 19% 19% 19% 19% 19% 1	OO LIKELY TO STAY OVERNIGHT AT HOTEL	19%	10%	11%	2%	32%
SOMEWHAT LIKELY    A1	Q8 - LIKELY 10: STAY OVERNIGHT AT HOTEL					
SOMEWHAT LIKELY	VERY LIKELY	137	76	1	5	55
SLIGHTLY LIKELY 11 31 18 13 9 11 38 13 9 11 38 13 9 11 38 13 9 11 38 13 9 11 38 13 9 11 38 13 9 11 38 13 9 12 35 217 22 35 217 22 35 217 23 50 61% 58% 75%  Q9 - IMPORTANCE OF: SAFETY  VERY IMPORTANT 501 205 71 40 185 74% 86% 84% 667% 66% 50% 10 18 71 18% 10% 12% 30% 25%  JUST SLIGHTLY IMPORTANT 18% 10% 12% 30% 25%  JUST SLIGHTLY IMPORTANT 10 4 1 0 5 10 25 10 18 71 10 4 1 0 5 10 20 10 10 10 10 10 10 10 10 10 10 10 10 10		20%	32%	1%	8%	19%
SLIGHTLY LIKELY	SOMEWHAT LIKELY	41	12	14	7	8
NOT AT ALL LIKELY		6%			12%	
NOT AT ALL LIKELY	SLIGHTLY LIKELY					
Common						
Q9 - IMPORTANCE OF: SAFETY         SO1         205         71         40         185           VERY IMPORTANT         501         205         71         40         185           SOMEWHAT IMPORTANT         124         25         10         18         71           18%         10%         12%         30%         25%           JUST SLIGHTLY IMPORTANT         38         5         3         2         28           66%         2%         4%         3%         10%           NOT AT ALL IMPORTANT         10         4         1         0         5           VERY IMPORTANT         505         205         70         41         189           75%         86%         82%         68%         65%           SOMEWHAT IMPORTANT         134         30         13         18         73           JUST SLIGHTLY IMPORTANT         31         3         1         1         26         65%           SOMEWHAT IMPORTANT         31         3         1         1         26         9%           NOT AT ALL IMPORTANT         3         1         1         0         1         22         9%           VERY IMPORTANT </td <td>NOT AT ALL LIKELY</td> <td></td> <td></td> <td></td> <td></td> <td></td>	NOT AT ALL LIKELY					
VERY IMPORTANT		63%	50%	61%	58%	75%
SOMEWHAT IMPORTANT	Q9 - IMPORTANCE OF: SAFETY					
SOMEWHAT IMPORTANT	VERY IMPORTANT	501	205	71	40	185
18%   10%   12%   30%   25%   38   5   3   2   28   66%   2%   4%   3%   10%		74%	86%	84%	67%	64%
JUST SLIGHTLY IMPORTANT	SOMEWHAT IMPORTANT	124	25	10	18	71
NOT AT ALL IMPORTANT		18%	10%	12%	30%	25%
NOT AT ALL IMPORTANT  10	JUST SLIGHTLY IMPORTANT	38	5	3	2	28
1%   2%   1%   0%   2%		6%	2%	4%	3%	10%
Q10 - IMPORTANCE OF: CLEANLINESS   SOS	NOT AT ALL IMPORTANT	10	4	1	0	5
VERY IMPORTANT         505         205         70         41         189           SOMEWHAT IMPORTANT         134         30         13         18         73           JUST SLIGHTLY IMPORTANT         31         3         1         1         26           NOT AT ALL IMPORTANT         31         3         1         1         26           NOT AT ALL IMPORTANT         3         1         1         0         1           Q11 - IMPORTANCE OF: APPEARANCE         0%         0%         1%         0%         0%           VERY IMPORTANT         440         179         58         37         166         65%         57%         68%         62%         57%         50MEWHAT IMPORTANT         170         48         21         18         83         25%         20%         25%         30%         29%         29%         25%         30%         29%         25%         30%         29%         25%         20%         25%         30%         29%         25%         30%         29%         25%         30%         29%         25%         30%         29%         25%         30%         29%         25%         30%         29%         20%         25%		1%	2%	1%	0%	2%
NOT AT ALL IMPORTANT   11   2   2   0   7   7   18   18   18   73   18   73   18   73   18   73   18   18   73   18   18   18   18   18   18   18   1	Q10 - IMPORTANCE OF: CLEANLINESS					
NOT AT ALL IMPORTANT   11   2   2   0   7   7   18   18   18   73   18   73   18   73   18   73   18   18   73   18   18   18   18   18   18   18   1	VFRY IMPORTANT	505	205	70	41	189
SOMEWHAT IMPORTANT   134   30   13   18   73   20%   13%   15%   30%   25%   25%   30%   25%   30%   25%   30%   25%   30%   25%   30%   25%   30%   25%   30%   25%   30%   25%   30%   25%   30%   25%   30%   26%   31   3   1   1   26   26   30%   31   31   3   1   1   20   9%   30%   31%   31   31   31   31   31   31				_		
JUST SLIGHTLY IMPORTANT   31   3   1   1   26   9%     NOT AT ALL IMPORTANT   3   1   1   0   1     O%   O%   1%   O%   O%   O%     Q11 - IMPORTANCE OF: APPEARANCE	SOMEWHAT IMPORTANT					
NOT AT ALL IMPORTANT    3		20%	13%	15%	30%	25%
NOT AT ALL IMPORTANT    3	JUST SLIGHTLY IMPORTANT	31	3	1	1	26
O%   O%   1%   O%   O%   O%   O%   O%		5%	1%	1%	2%	9%
Q11 - IMPORTANCE OF: APPEARANCE       440       179       58       37       166         VERY IMPORTANT       440       179       58       37       166         65%       75%       68%       62%       57%         SOMEWHAT IMPORTANT       170       48       21       18       83         25%       20%       25%       30%       29%         JUST SLIGHTLY IMPORTANT       52       10       4       5       33         NOT AT ALL IMPORTANT       11       2       2       0       7         NOT AT ALL IMPORTANCE OF: NEW       80SINESSES/RESTAURANTS       8       47       26       154         VERY IMPORTANT       402       175       47       26       154         60%       73%       55%       43%       53%         SOMEWHAT IMPORTANT       155       40       19       17       79         JUST SLIGHTLY IMPORTANT       79       18       13       13       35         NOT AT ALL IMPORTANT       37       6       6       4       21	NOT AT ALL IMPORTANT	3	1		0	
VERY IMPORTANT       440       179       58       37       166         65%       75%       68%       62%       57%         SOMEWHAT IMPORTANT       170       48       21       18       83         25%       20%       25%       30%       29%         JUST SLIGHTLY IMPORTANT       52       10       4       5       33         8%       4%       5%       8%       11%         NOT AT ALL IMPORTANT       11       2       2       0       7         Q12 - IMPORTANCE OF: NEW BUSINESSES/RESTAURANTS       8       402       175       47       26       154         VERY IMPORTANT       402       175       47       26       154         50%       73%       55%       43%       53%         SOMEWHAT IMPORTANT       155       40       19       17       79         JUST SLIGHTLY IMPORTANT       79       18       13       13       35         JUST SLIGHTLY IMPORTANT       79       18       13       13       35         NOT AT ALL IMPORTANT       37       6       6       4       21		0%	0%	1%	0%	0%
SOMEWHAT IMPORTANT  170  48  21  18  83  25%  20%  25%  30%  29%  JUST SLIGHTLY IMPORTANT  52  10  4  5  33  8%  4%  5%  8%  11%  NOT AT ALL IMPORTANT  11  2  0  17  27  07  28  07  29%  07  29%  07  29%  07  29%  07  29%  07  29%  07  29%  08  29%  11%  11  2  2  0  7  27  08  08  08  08  11%  08  09  10%  10%  10%  10%  10%  10%  10%	Q11 - IMPORTANCE OF: APPEARANCE					
SOMEWHAT IMPORTANT  170  48  21  18  83  25%  20%  25%  30%  29%  JUST SLIGHTLY IMPORTANT  52  10  4  5  33  8%  4%  5%  8%  11%  NOT AT ALL IMPORTANT  11  2  0  17  27  07  28  07  29%  07  29%  07  29%  07  29%  07  29%  07  29%  07  29%  08  29%  11%  11  2  2  0  7  27  08  08  08  08  11%  08  09  10%  10%  10%  10%  10%  10%  10%	VERY IMPORTANT	440	179	58	37	166
SOMEWHAT IMPORTANT						
SOMEWHAT IMPORTANT   155   40   40   53   53   6   6   4   5   6   6   4   5   6   6   6   4   6   6   6   6   6   6	SOMEWHAT IMPORTANT					
NOT AT ALL IMPORTANT						
NOT AT ALL IMPORTANT  11 2 2 0 7 2% 1% 2% 0% 2%  Q12 - IMPORTANCE OF: NEW BUSINESSES/RESTAURANTS  VERY IMPORTANT  402 175 47 26 154 60% 73% 55% 43% 53%  SOMEWHAT IMPORTANT  155 40 19 17 79 23% 17% 22% 28% 27%  JUST SLIGHTLY IMPORTANT  79 18 13 13 35 12% 8% 15% 22% 12%  NOT AT ALL IMPORTANT  37 6 6 6 4 21	JUST SLIGHTLY IMPORTANT	52	10	4	5	33
2%   1%   2%   0%   2%		8%	4%	5%	8%	11%
Q12 - IMPORTANCE OF: NEW BUSINESSES/RESTAURANTS       402       175       47       26       154         VERY IMPORTANT       60%       73%       55%       43%       53%         SOMEWHAT IMPORTANT       155       40       19       17       79         JUST SLIGHTLY IMPORTANT       79       18       13       13       35         NOT AT ALL IMPORTANT       37       6       6       4       21	NOT AT ALL IMPORTANT				0	
BUSINESSES/RESTAURANTS  VERY IMPORTANT  402 175 47 26 154  60% 73% 55% 43% 53%  SOMEWHAT IMPORTANT  155 40 19 17 79  23% 17% 22% 28% 27%  JUST SLIGHTLY IMPORTANT  79 18 13 13 35  12% 8% 15% 22% 12%  NOT AT ALL IMPORTANT  37 6 6 6 4 21		2%	1%	2%	0%	2%
VERY IMPORTANT         402         175         47         26         154           60%         73%         55%         43%         53%           SOMEWHAT IMPORTANT         155         40         19         17         79           23%         17%         22%         28%         27%           JUST SLIGHTLY IMPORTANT         79         18         13         13         35           12%         8%         15%         22%         12%           NOT AT ALL IMPORTANT         37         6         6         4         21	1 -					
SOMEWHAT IMPORTANT		465	4		2.5	45.
SOMEWHAT IMPORTANT         155         40         19         17         79           JUST SLIGHTLY IMPORTANT         79         18         13         13         35           12%         8%         15%         22%         12%           NOT AT ALL IMPORTANT         37         6         6         4         21	VERY IMPORTANT					
23%   17%   22%   28%   27%	CONTINUET INTO DETANIT					
JUST SLIGHTLY IMPORTANT         79         18         13         13         35           12%         8%         15%         22%         12%           NOT AT ALL IMPORTANT         37         6         6         4         21	SUIVIEWHAT IIVIPUKTANT		_			
12%         8%         15%         22%         12%           NOT AT ALL IMPORTANT         37         6         6         4         21	ILIST SLIGHTLY IMPORTANT					
NOT AT ALL IMPORTANT         37         6         6         4         21	1001 SEIGHTET HVIF OKTAINT					
	NOT AT ALL IMPORTANT	· ·				
		5%	3%	7%	7%	7%

Q6. CONDUCT PERSONAL BUSINESS LIKE VISIT A SALON, DRY CLEANERS, OR GROCERY STORE

	•	QUESTION 6				
			QULS		NOT AT	
		VERY	SMWHT	SLGHTLY	ALL	
	TOTAL	LKELY	LKELY	LIKELY	LIKELY	
BASE: TOTAL RESPONDENTS	673	207	122	100	244	
	100%	100%	100%	100%	100%	
Q1 - LIKELY TO: STROLL/WALK AROUND						
   VERY LIKELY	504	182	94	58	170	
VENT LINEET	75%	88%	77%	58%	70%	
SOMEWHAT LIKELY	92	13	20	22	37	
	14%	6%	16%	22%	15%	
SLIGHTLY LIKELY	43	3	4	17	19	
NOT AT ALL LIKELY	6% 34	1% 9	3% 4	17% 3	8% 18	
NOT AT ALL LIKELT	5%	4%	3%	3%	7%	
Q2 - LIKELY TO: EAT/DRINK AT RESTAURANT						
VERY LIKELY	440	155	82	57	146	
VERY LIKELY	65%	75%	67%	57%	60%	
SOMEWHAT LIKELY	134	27	33	24	50	
	20%	13%	27%	24%	20%	
SLIGHTLY LIKELY	48	7	4	18	19	
	7%	3%	3%	18%	8%	
NOT AT ALL LIKELY	51 8%	18 9%	3 2%	1 1%	29 12%	
Q3 - LIKELY TO: SHOP	670	370	270	1/0	12/0	
VEDVINCEN	220	153	67	42	CO	
VERY LIKELY	330 49%	152 73%	67 55%	43 43%	68 28%	
SOMEWHAT LIKELY	147	31	38	22	56	
	22%	15%	31%	22%	23%	
SLIGHTLY LIKELY	90	12	13	29	36	
NOT AT ALL LIKELY	13%	6%	11%	29%	15%	
NOT AT ALL LIKELY	106 16%	12 6%	4 3%	6 6%	84 34%	
Q4 - LIKELY TO: GO TO A MOVIE	1070	0,0	370	070	3170	
	100	100		••	0.0	
VERY LIKELY	188 28%	108 52%	24 20%	20 20%	36 15%	
SOMEWHAT LIKELY	105	23	39	20%	23	
SONEWIN LINEE	16%	11%	32%	20%	9%	
SLIGHTLY LIKELY	108	31	26	28	23	
	16%	15%	21%	28%	9%	
NOT AT ALL LIKELY	272	45	33	32	162	
Q5 - LIKELY TO: CONDUCT PROFESSIONAL BUSINESS	40% 673	22% 207	27% 122	32% 100	66% 244	
2	0.5					
VERY LIKELY	260/	71%	220/	1 E 0/	160/	
SOMEWHAT LIKELY	36% 85	71% 21	32% 51	15% 9	16% 4	
Something English	13%	10%	42%	9%	2%	
SLIGHTLY LIKELY	60	8	10	36	6	
	9%	4%	8%	36%	2%	
NOT AT ALL LIKELY	289	32 150/	22	40	195	
Q6 - LIKELY TO: CONDUCT PERSONAL BUSINESS	43%	15%	18%	40%	80%	
VERY LIKELY	207	207	0	0	0	
COMEWHAT LIVELY	31%	100% 0	0% 122	0% 0	0% 0	
SOMEWHAT LIKELY	122 18%	0%	122 100%	0%	0%	
SLIGHTLY LIKELY	100	0	0	100	0	
	15%	0%	0%	100%	0%	
NOT AT ALL LIKELY	244	0	0	0	244	

1	36%	0%	0%	0%	100%
Q7 - LIKELY TO: ATTEND FESTIVAL/SPECIAL EVENT	30%	070	070	070	100%
VERY LIKELY	352	152	63	46	91
SOMEWHAT LIKELY	52% 129	73% 26	52% 35	46% 29	37% 39
JOINEWHAT LIKELT	19%	13%	29%	29%	16%
SLIGHTLY LIKELY	64	10	12	20	22
NOT AT ALL LIKELY	10% 128	5% 19	10% 12	20% 5	9% 92
	19%	9%	10%	5%	38%
Q8 - LIKELY TO: STAY OVERNIGHT AT HOTEL					
VERY LIKELY	137	50	12	17	58
SOMEWHAT LIKELY	20% 41	24% 15	10% 13	17% 6	24% 7
SOMEWHAT LIKELI	6%	7%	11%	6%	3%
SLIGHTLY LIKELY	71	30	22	10	9
NOT AT ALL LIKELY	11% 424	14% 112	18% 75	10% 67	4% 170
NOTAL ALL LIKELY	63%	54%	61%	67%	70%
Q9 - IMPORTANCE OF: SAFETY					
VERY IMPORTANT	501	175	101	62	163
	74%	85%	83%	62%	67%
SOMEWHAT IMPORTANT	124 18%	28 14%	13 11%	30 30%	53 22%
JUST SLIGHTLY IMPORTANT	38	3	6	7	22
	6%	1%	5%	7%	9%
NOT AT ALL IMPORTANT	10 1%	1 0%	2 2%	1 1%	6 2%
Q10 - IMPORTANCE OF: CLEANLINESS	275	0,1	_,,	2,0	2/3
VERY IMPORTANT	505	176	105	64	160
COMENTAL IN ADOPT AND	75%	85%	86%	64%	66%
SOMEWHAT IMPORTANT	134 20%	29 14%	16 13%	29 29%	60 25%
JUST SLIGHTLY IMPORTANT	31	2	1	6	22
NOT AT ALL IMPORTANT	5%	1%	1%	6% 1	9%
NOT AT ALL INTPORTANT	3 0%	0 0%	0 0%	1%	2 1%
Q11 - IMPORTANCE OF: APPEARANCE					
VERY IMPORTANT	440	154	90	58	138
	65%	74%	74%	58%	57%
SOMEWHAT IMPORTANT	170 25%	44 21%	28 23%	35 35%	63 26%
JUST SLIGHTLY IMPORTANT	52	7	4	7	34
	8%	3%	3%	7%	14%
NOT AT ALL IMPORTANT	11 2%	2 1%	0 0%	0 0%	9 4%
Q12 - IMPORTANCE OF: NEW	,-	,-			
BUSINESSES/RESTAURANTS VERY IMPORTANT	402	452	77	44	122
VENTIMIPONTAINT	60%	152 73%	77 63%	41 41%	132 54%
SOMEWHAT IMPORTANT	155	38	26	34	57
JUST SLIGHTLY IMPORTANT	23% 79	18% 12	21% 14	34% 19	23% 34
JUST SLIGHTLT HVIPONTAINT	12%	6%	14 11%	19%	34 14%
NOT AT ALL IMPORTANT	37	5	5	6	21
	5%	2%	4%	6%	9%

## Q7. ATTEND A FESTIVAL OR SPECIAL EVENT

		QUESTION 7				
	TOT::	VERY	SMWHT	SLGHTLY	NOT AT	
BASE: TOTAL RESPONDENTS	TOTAL 673	LKELY 352	LKELY 129	LIKELY 64	LIKELY 128	
BASE. TOTAL RESI GIBLINIS	100%	100%	100%	100%	100%	
Q1 - LIKELY TO: STROLL/WALK AROUND						
VERY LIKELY	504	291	79	32	102	
COMENNULATING	75%	83%	61%	50%	80%	
SOMEWHAT LIKELY	92 14%	32 9%	31 24%	17 27%	12 9%	
SLIGHTLY LIKELY	43	16	11	14	2	
	6%	5%	9%	22%	2%	
NOT AT ALL LIKELY	34 5%	13 4%	8 6%	1 2%	12 9%	
Q2 - LIKELY TO: EAT/DRINK AT RESTAURANT	370	1,0	0,0	270	370	
VERY LIKELY	440	285	60	24	71	
	65%	81%	47%	38%	55%	
SOMEWHAT LIKELY	134	46	48	18	22	
SLIGHTLY LIKELY	20% 48	13% 8	37% 14	28% 18	17% 8	
SEIGHTEN EINEEN	7%	2%	11%	28%	6%	
NOT AT ALL LIKELY	51	13	7	4	27	
Q3 - LIKELY TO: SHOP	8%	4%	5%	6%	21%	
VERY LIKELY	330	213	52	18	47	
VERT LIKELT	49%	61%	40%	28%	37%	
SOMEWHAT LIKELY	147	72	40	15	20	
SLIGHTLY LIKELY	22% 90	20% 28	31% 27	23% 23	16% 12	
SLIGHTET LIKELT	13%	8%	21%	36%	9%	
NOT AT ALL LIKELY	106	39	10	8	49	
Q4 - LIKELY TO: GO TO A MOVIE	16%	11%	8%	13%	38%	
	100	120	10		25	
VERY LIKELY	188 28%	138 39%	19 15%	6 9%	25 20%	
SOMEWHAT LIKELY	105	71	24	6	4	
	16%	20%	19%	9%	3%	
SLIGHTLY LIKELY	108 16%	42 12%	43 33%	19 30%	4 3%	
NOT AT ALL LIKELY	272	101	43	33	95	
	40%	29%	33%	52%	74%	
Q5 - LIKELY TO: CONDUCT PROFESSIONAL BUSINESS						
VERY LIKELY	239 36%	166 47%	35 27%	13 20%	25 20%	
SOMEWHAT LIKELY	85	50	18	8	9	
CHCHTIVIIVELY	13%	14%	14%	13%	7%	
SLIGHTLY LIKELY	60 9%	34 10%	16 12%	9 14%	1 1%	
NOT AT ALL LIKELY	289	102	60	34	93	
Q6 - LIKELY TO: CONDUCT PERSONAL BUSINESS	43%	29%	47%	53%	73%	
VERY LIKELY	207	152	26	10	19	
VENT LINEET	31%	43%	20%	16%	15%	
SOMEWHAT LIKELY	122	63	35	12	12	
SLIGHTLY LIKELY	18% 100	18%	27% 29	19% 20	9% 5	
SLIGHTLI LINELI	15%	46 13%	29	31%	5 4%	
NOT AT ALL LIKELY	244	91	39	22	92	
	36%	26%	30%	34%	72%	

Q7 - LIKELY TO: ATTEND FESTIVAL/SPECIAL EVENT					
VERY LIKELY	352	352	0	0	0
VERT LIKELT	52%	100%	0%	0%	0%
SOMEWHAT LIKELY	129	0	129	0	0
	19%	0%	100%	0%	0%
SLIGHTLY LIKELY	64	0	0	64	0
	10%	0%	0%	100%	0%
NOT AT ALL LIKELY	128	0	0	0	128
	19%	0%	0%	0%	100%
Q8 - LIKELY TO: STAY OVERNIGHT AT HOTEL					
VERY LIKELY	137	107	7	4	19
	20%	30%	5%	6%	15%
SOMEWHAT LIKELY	41	25	14	2	0
	6%	7%	11%	3%	0%
SLIGHTLY LIKELY	71	44	13	11	3
	11%	13%	10%	17%	2%
NOT AT ALL LIKELY	424	176	95	47	106
	63%	50%	74%	73%	83%
Q9 - IMPORTANCE OF: SAFETY					
VERY IMPORTANT	501	288	78	37	98
	74%	82%	60%	58%	77%
SOMEWHAT IMPORTANT	124	53	37	18	16
	18%	15%	29%	28%	13%
JUST SLIGHTLY IMPORTANT	38	9	14	6	9
	6%	3%	11%	9%	7%
NOT AT ALL IMPORTANT	10	2	0	3	5
	1%	1%	0%	5%	4%
Q10 - IMPORTANCE OF: CLEANLINESS					
VERY IMPORTANT	505	294	78	39	94
12.11	75%	84%	60%	61%	73%
SOMEWHAT IMPORTANT	134	53	40	16	25
	20%	15%	31%	25%	20%
JUST SLIGHTLY IMPORTANT	31	4	11	8	8
	5%	1%	9%	13%	6%
NOT AT ALL IMPORTANT	3	1	0	1	1
	0%	0%	0%	2%	1%
Q11 - IMPORTANCE OF: APPEARANCE					
VERY IMPORTANT	440	264	64	29	83
	65%	75%	50%	45%	65%
SOMEWHAT IMPORTANT	170	68	46	26	30
	25%	19%	36%	41%	23%
JUST SLIGHTLY IMPORTANT	52	16	18	9	9
	8%	5%	14%	14%	7%
NOT AT ALL IMPORTANT	11	4	1	0	6
	2%	1%	1%	0%	5%
Q12 - IMPORTANCE OF: NEW					
BUSINESSES/RESTAURANTS	403	350	F2	24	75
VERY IMPORTANT	402 60%	250 71%	53 41%	24 38%	75 59%
SOMEWHAT IMPORTANT	155	67	41% 42	23	23
SOMEWITAT INTOKTAINT	23%	19%	33%	36%	18%
JUST SLIGHTLY IMPORTANT	79	26	25	13	15/6
	12%	7%	19%	20%	12%
NOT AT ALL IMPORTANT	37	9	9	4	15
	5%	3%	7%	6%	12%

#### **Q8. STAY OVERNIGHT IN A HOTEL**

Q8. STAY OVERNIGHT IN A HOTEL			QUES	TION 8	
		VERY	SMWHT	SLGHTLY	NOT AT ALL
	TOTAL	LKELY	LKELY	LIKELY	LIKELY
BASE: TOTAL RESPONDENTS	673	137	41	71	424
Q1 - LIKELY TO: STROLL/WALK AROUND	100%	100%	100%	100%	100%
VERY LIKELY	504	117	30	55	302
SOMEWHAT LIKELY	75% 92	85% 9	73% 7	77% 11	71% 65
SLIGHTLY LIKELY	14%	7%	17%	15%	15% 35
	43 6%	4 3%	1 2%	3 4%	8%
NOT AT ALL LIKELY	34 5%	7 5%	3 7%	2 3%	22 5%
Q2 - LIKELY TO: EAT/DRINK AT RESTAURANT					
VERY LIKELY	440	120	30	45	245
SOMEWHAT LIKELY	65% 134	88% 12	73% 8	63% 18	58% 96
SLIGHTLY LIKELY	20% 48	9% 2	20% 2	25% 5	23% 39
	7%	1%	5%	7%	9%
NOT AT ALL LIKELY	51 8%	3 2%	1 2%	3 4%	44 10%
Q3 - LIKELY TO: SHOP					
VERY LIKELY	330 49%	79	26	38	187 44%
SOMEWHAT LIKELY	147	58% 21	63% 11	54% 22	93
SLIGHTLY LIKELY	22% 90	15% 14	27% 2	31% 7	22% 67
NOT AT ALL LIKELY	13%	10% 23	5%	10%	16% 77
	106 16%	17%	2 5%	4 6%	18%
Q4 - LIKELY TO: GO TO A MOVIE					
VERY LIKELY	188	45	19	26	98
SOMEWHAT LIKELY	28% 105	33% 11	46% 7	37% 17	23% 70
	16%	8%	17%	24%	17%
SLIGHTLY LIKELY	108 16%	14 10%	7 17%	14 20%	73 17%
NOT AT ALL LIKELY	272	67	8	14	183
Q5 - LIKELY TO: CONDUCT PROFESSIONAL BUSINESS	40%	49%	20%	20%	43%
VERY LIKELY	239	76	12	31	120
SOMEWHAT LIKELY	36% 85	55% 1	29% 14	44% 18	28% 52
	13%	1%	34%	25%	12%
SLIGHTLY LIKELY	60 9%	5 4%	7 17%	13 18%	35 8%
NOT AT ALL LIKELY	289	55 40%	8 20%	9	217 51%
Q6 - LIKELY TO: CONDUCT PERSONAL BUSINESS	43%	40%	20%	15%	31%
VERY LIKELY	207	50	15	30	112
SOMEWHAT LIKELY	31% 122	36% 12	37% 13	42% 22	26% 75
	18%	9%	32%	31%	18%
SLIGHTLY LIKELY	100 15%	17 12%	6 15%	10 14%	67 16%
NOT AT ALL LIKELY	244	58	7	9	170

O7 LIVELVIO ATTEND EESTIVAL/SDESIAL EVENT	36%	42%	17%	13%	40%
Q7 - LIKELY TO: ATTEND FESTIVAL/SPECIAL EVENT					
VERY LIKELY	352	107	25	44	176
	52%	78%	61%	62%	42%
SOMEWHAT LIKELY	129	7	14	13	95
	19%	5%	34%	18%	22%
SLIGHTLY LIKELY	64	4	2	11	47
	10%	3%	5%	15%	11%
NOT AT ALL LIKELY	128	19	0	3	106
D8 - LIKELY TO: STAY OVERNIGHT AT HOTEL	19%	14%	0%	4%	25%
18 - LIKELY 10: STAY OVERNIGHT AT HOTEL					
/ERY LIKELY	137	137	0	0	0
	20%	100%	0%	0%	0%
OMEWHAT LIKELY	41	0	41	0	0
	6%	0%	100%	0%	0%
LIGHTLY LIKELY	71	0	0	71	0
	11%	0%	0%	100%	0%
IOT AT ALL LIKELY	424	0	0	0	424
	63%	0%	0%	0%	100%
9 - IMPORTANCE OF: SAFETY					
YERY IMPORTANT	501	115	26	60	300
	74%	84%	63%	85%	71%
SOMEWHAT IMPORTANT	124	19	11	10	84
	18%	14%	27%	14%	20%
UST SLIGHTLY IMPORTANT	38	1	3	0	34
	6%	1%	7%	0%	8%
IOT AT ALL IMPORTANT	10	2	1	1	6
- · · · · · · · · · · · · · · · · · · ·	1%	1%	2%	1%	1%
10 - IMPORTANCE OF: CLEANLINESS			_,*	=/*	
YERY IMPORTANT	EOF	120	24	ΕO	202
ENT HVIPURTAINT	505 75%	120	34	58 929/	293
OMENALIAT INADORTANIT		88%	83% 7	82%	69%
OMEWHAT IMPORTANT	134	17		10	100
LICT CLICUTLY INADODTANT	20%	12%	17%	14%	24%
UST SLIGHTLY IMPORTANT	31	0	0	2	29
LOT AT ALL IMPORTANT	5%	0%	0%	3%	7%
NOT AT ALL IMPORTANT	3	0	0	1	2
211 - IMPORTANCE OF: APPEARANCE	0%	0%	0%	1%	0%
(11 - HVIPONTAINCE OF: APPEARAINCE					
/ERY IMPORTANT	440	112	29	51	248
	65%	82%	71%	72%	58%
OMEWHAT IMPORTANT	170	19	11	16	124
	25%	14%	27%	23%	29%
UST SLIGHTLY IMPORTANT	52	6	1	1	44
	8%	4%	2%	1%	10%
NOT AT ALL IMPORTANT	11	0	0	3	8
	2%	0%	0%	4%	2%
212 - IMPORTANCE OF: NEW					
USINESSES/RESTAURANTS					
ERY IMPORTANT	402	101	25	44	232
-	60%	74%	61%	62%	55%
OMEWHAT IMPORTANT	155	25	8	18	104
	23%	18%	20%	25%	25%
UST SLIGHTLY IMPORTANT	79	8	7	6	58
SS. SEIGHTEN IN SAMMAN	12%	6%	17%	8%	14%
	37	3	1	3	30
NOT AT ALL IMPORTANT	<i>-</i>				

## SPECIAL TABLE: IMPORTANCE AMONG THOSE WOULD ONLY STROLL/CONNECT TO TRANSIT

			DATE			TIME	_
	TOTAL	THURS 4- 19	FRI. 4-20	SAT. 4-21	10AM - 1PM	1PM- 4PM	4PM- 7PM
BASE - TOTAL RESPONDENTS	673	231	176	266	173	318	182
	100%	100%	100%	100%	100%	100%	100%
LIKELY TO STROLL OR WALK AROUND (Q1), AND NOT LIKELY TO ALL OTHER ACTIVITIES	10	0	0	10	3	6	1
Q9 - IMPORTANCE OF: SAFETY	1%	0%	0%	4%	2%	2%	1%
VERY IMPORTANT	9	0	0	9	2	6	1
	90%	0%	0%	90%	67%	100%	100%
SOMEWHAT IMPORTANT	1	0	0	1	1	0	0
	10%	0%	0%	10%	33%	0%	0%
JUST SLIGHTLY IMPORTANT	0	0	0	0	0	0	0
NOT AT ALL IMPORTANT	0%	0%	0%	0%	0%	0%	0%
NOT AT ALL IMPORTANT	0	0	0	0	0	0	0
Q10 - IMPORTANCE OF: CLEANLINESS	0%	0%	0%	0%	0%	0%	0%
VERY IMPORTANT	8	0	0	8	2	5	1
	80%	0%	0%	80%	67%	83%	100%
SOMEWHAT IMPORTANT	2	0	0	2	1	1	0
	20%	0%	0%	20%	33%	17%	0%
JUST SLIGHTLY IMPORTANT	0	0	0	0	0	0	0
	0%	0%	0%	0%	0%	0%	0%
NOT AT ALL IMPORTANT	0	0	0	0	0	0	0
Q11 - IMPORTANCE OF: APPEARANCE	0%	0%	0%	0%	0%	0%	0%
VERY IMPORTANT	8	0	0	8	3	4	1
	80%	0%	0%	80%	100%	67%	100%
SOMEWHAT IMPORTANT	1	0	0	1	0	1	0
HIST SUCHTLY IMPORTANT	10%	0%	0%	10%	0%	17%	0%
JUST SLIGHTLY IMPORTANT	1	0	0	1	0	1	0
NOT AT ALL IMPORTANT	10% 0	0% 0	0% 0	10% 0	0% 0	17% 0	0% 0
NOT AT ALL IIVII ONTANT	0%	0%	0%	0%	0%	0%	0%
Q12 - IMPORTANCE OF: NEW BUSINESSES/RESTAURANTS	078	078	078	0%	0%	078	0%
VERY IMPORTANT	6	0	0	6	2	3	1
	60%	0%	0%	60%	67%	50%	100%
SOMEWHAT IMPORTANT	1	0	0	1	0	1	0
	10%	0%	0%	10%	0%	17%	0%
JUST SLIGHTLY IMPORTANT	3	0	0	3	1	2	0
	30%	0%	0%	30%	33%	33%	0%
NOT AT ALL IMPORTANT	0	0	0	0	0	0	0
	0%	0%	0%	0%	0%	0%	0%

#### **Q9. SAFETY, LIKE EXTRA SECURITY**

Q9. SAFETY, LIKE EXTRA SECURITY		QUESTION 9				
		VERY	SMWHT	SLGHTLY	NOT AT	
		IMPOR -	IMPOR -	IMPOR -	ALL	
	TOTAL	TANT	TANT	TANT	IMPRTNT	
BASE: TOTAL RESPONDENTS	673	501	124	38	10	
	100%	100%	100%	100%	100%	
Q1 - LIKELY TO: STROLL/WALK AROUND						
VERY LIKELY	504	414	70	13	7	
	75%	83%	56%	34%	70%	
SOMEWHAT LIKELY	92	46	34	10	2	
	14%	9%	27%	26%	20%	
SLIGHTLY LIKELY	43	20	15	8	0	
	6%	4%	12%	21%	0%	
NOT AT ALL LIKELY	34	21	5	7	1	
Q2 - LIKELY TO: EAT/DRINK AT RESTAURANT	5%	4%	4%	18%	10%	
•	440	262	C 4		F	
VERY LIKELY	440 65%	363 72%	64 52%	8 21%	5 50%	
SOMEWHAT LIKELY	134	72% 81	52% 39	21% 13	50% 1	
JOIVIL WITH LINELT	20%	16%	39 31%	34%	10%	
SLIGHTLY LIKELY	48	18	31% 14	13	3	
JUSTILI LIKELI	7%	4%	14 11%	34%	30%	
NOT AT ALL LIKELY	51	39	7	4	1	
	8%	8%	6%	11%	10%	
Q3 - LIKELY TO: SHOP	0,0	0,0	070	1170	1070	
VERY LIKELY	330	288	36	4	2	
	49%	57%	29%	11%	20%	
SOMEWHAT LIKELY	147	91	44	9	3	
	22%	18%	35%	24%	30%	
SLIGHTLY LIKELY	90	45	28	16	1	
	13%	9%	23%	42%	10%	
NOT AT ALL LIKELY	106	77	16	9	4	
	16%	15%	13%	24%	40%	
Q4 - LIKELY TO: GO TO A MOVIE						
VERY LIKELY	188	158	26	1	3	
	28%	32%	21%	3%	30%	
SOMEWHAT LIKELY	105	78	20	6	1	
	16%	16%	16%	16%	10%	
SLIGHTLY LIKELY	108	61	34	12	1	
	16%	12%	27%	32%	10%	
NOT AT ALL LIKELY	272	204	44	19	5	
	40%	41%	35%	50%	50%	
Q5 - LIKELY TO: CONDUCT PROFESSIONAL BUSINESS						
VERY LIKELY	239	205	25	5	4	
	36%	41%	20%	13%	40%	
SOMEWHAT LIKELY	85	71	10	3	1	
	13%	14%	8%	8%	10%	
SLIGHTLY LIKELY	60	40	18	2	0	
	9%	8%	15%	5%	0%	
NOT AT ALL LIKELY	289	185	71	28	5	
Q6 - LIKELY TO: CONDUCT PERSONAL BUSINESS	43%	37%	57%	74%	50%	
•	20-				_	
VERY LIKELY	207	175	28	3	1	
SOMEWHAT LIVELY	31%	35%	23%	8%	10%	
SOMEWHAT LIKELY	122	101 20%	13 10%	6 16%	20%	
SLIGHTLY LIKELY	18% 100	62	10% 30	16% 7	20% 1	
JUGITET LIKELT	15%	12%	24%	18%	10%	
NOT AT ALL LIKELY	244	163	53	22	6	
IVOLAL CINCLI	36%	33%	43%	58%	60%	

Q7 - LIKELY TO: ATTEND FESTIVAL/SPECIAL EVENT					
VERY LIKELY	352	288	53	9	2
VERTERELT	52%	57%	43%	24%	20%
SOMEWHAT LIKELY	129	78	37	14	0
	19%	16%	30%	37%	0%
SLIGHTLY LIKELY	64	37	18	6	3
	10%	7%	15%	16%	30%
NOT AT ALL LIKELY	128	98	16	9	5
	19%	20%	13%	24%	50%
Q8 - LIKELY TO: STAY OVERNIGHT AT HOTEL					
VERY LIKELY	137	115	19	1	2
VERT EINEE!	20%	23%	15%	3%	20%
SOMEWHAT LIKELY	41	26	11	3	1
	6%	5%	9%	8%	10%
SLIGHTLY LIKELY	71	60	10	0	1
	11%	12%	8%	0%	10%
NOT AT ALL LIKELY	424	300	84	34	6
	63%	60%	68%	89%	60%
Q9 - IMPORTANCE OF: SAFETY					
   VERY IMPORTANT	501	501	0	0	0
VERT INFORTANT	74%	100%	0%	0%	0%
SOMEWHAT IMPORTANT	124	0	124	0%	0%
30WEWHAT IMPORTANT	18%	0%	100%	0%	0%
JUST SLIGHTLY IMPORTANT	38	0	0	38	0
JOST SEIGHTET HVIII CKT/KVT	6%	0%	0%	100%	0%
NOT AT ALL IMPORTANT	10	0	0	0	10
	1%	0%	0%	0%	100%
Q10 - IMPORTANCE OF: CLEANLINESS					
VEDV IN ADODTANT	505		40		_
VERY IMPORTANT	505	444	48	8	5
CONSTRUCT INSPORTANT	75%	89%	39% 70	21% 8	50%
SOMEWHAT IMPORTANT	134 20%	56 11%	56%	21%	0 0%
JUST SLIGHTLY IMPORTANT	31	1	6	21/6	2
JOST SEIGHTET HVIII CKT/KVT	5%	0%	5%	58%	20%
NOT AT ALL IMPORTANT	3	0	0	0	3
	0%	0%	0%	0%	30%
Q11 - IMPORTANCE OF: APPEARANCE					
	_		_	_	_
VERY IMPORTANT	440	387	42	8	3
COMPANIATINADORTANIT	65%	77%	34%	21%	30%
SOMEWHAT IMPORTANT	170 25%	88 100/	70 56%	9	3
JUST SLIGHTLY IMPORTANT	25% 52	18% 20	56% 11	24% 19	30% 2
JOST SCIOTTET IIVIF ORTAINT	8%	4%	9%	50%	20%
NOT AT ALL IMPORTANT	11	6	1	2	20%
	2%	1%	1%	5%	20%
Q12 - IMPORTANCE OF: NEW			_,,	- 75	_=,,
BUSINESSES/RESTAURANTS					
VERY IMPORTANT	402	350	42	6	4
	60%	70%	34%	16%	40%
SOMEWHAT IMPORTANT	155	86	62	7	0
	23%	17%	50%	18%	0%
JUST SLIGHTLY IMPORTANT	79	40	15	21	3
	12%	8%	12%	55%	30%
NOT AT ALL IMPORTANT	37	25	5	4	3
	5%	5%	4%	11%	30%

Q10. CLEANLINESS, LIKE EXTRA TRASH PICK-UP, STEAM CLEANING AND GRAFFITI REMOVAL

		QUESTION 10				
		VERY	SMWHT	SLGHTLY	NOT AT	
		IMPOR -	IMPOR -	IMPOR -	ALL	
	TOTAL	TANT	TANT	TANT	IMPRTNT	
BASE: TOTAL RESPONDENTS	673	505	134	31	3	
	100%	100%	100%	100%	100%	
Q1 - LIKELY TO: STROLL/WALK AROUND						
VERY LIKELY	504	417	77	8	2	
	75%	83%	57%	26%	67%	
SOMEWHAT LIKELY	92	46	35	10	1	
	14%	9%	26%	32%	33%	
SLIGHTLY LIKELY	43	19	15	9	0	
	6%	4%	11%	29%	0%	
NOT AT ALL LIKELY	34	23	7	4	0	
Q2 - LIKELY TO: EAT/DRINK AT RESTAURANT	5%	5%	5%	13%	0%	
Q2 - LIKELT TO. EAT/DRINK AT RESTAURANT						
VERY LIKELY	440	367	69	2	2	
	65%	73%	51%	6%	67%	
SOMEWHAT LIKELY	134	84	38	12	0	
	20%	17%	28%	39%	0%	
SLIGHTLY LIKELY	48	20	13	14	1	
	7%	4%	10%	45%	33%	
NOT AT ALL LIKELY	51	34	14	3	0	
OR LINEW TO CHOR	8%	7%	10%	10%	0%	
Q3 - LIKELY TO: SHOP						
VERY LIKELY	330	289	39	1	1	
	49%	57%	29%	3%	33%	
SOMEWHAT LIKELY	147	93	48	6	0	
	22%	18%	36%	19%	0%	
SLIGHTLY LIKELY	90	47	26	17	0	
	13%	9%	19%	55%	0%	
NOT AT ALL LIKELY	106	76	21	7	2	
	16%	15%	16%	23%	67%	
Q4 - LIKELY TO: GO TO A MOVIE						
VERY LIKELY	188	162	25	0	1	
VERT EINEET	28%	32%	19%	0%	33%	
SOMEWHAT LIKELY	105	77	25	3	0	
SOMEWIN LINEEL	16%	15%	19%	10%	0%	
SLIGHTLY LIKELY	108	66	31	11	0	
	16%	13%	23%	35%	0%	
NOT AT ALL LIKELY	272	200	53	17	2	
	40%	40%	40%	55%	67%	
Q5 - LIKELY TO: CONDUCT PROFESSIONAL BUSINESS						
VEDVIJVELV	220	205	20	2	1	
VERY LIKELY	239	205 41%	30 22%	3 10%	220/	
SOMEWHAT LIKELY	36% 85	70	13	10%	33% 1	
SOMEWHAT LIKELY	33 13%	14%	10%	3%	33%	
SLIGHTLY LIKELY	60	41	18	1	0	
SEIGHTET EINEET	9%	8%	13%	3%	0%	
NOT AT ALL LIKELY	289	189	73	26	1	
	43%	37%	54%	84%	33%	
Q6 - LIKELY TO: CONDUCT PERSONAL BUSINESS						
VEDVINELY	26-	4=0	22			
VERY LIKELY	207	176	29	2	0	
COMENMULATILIZEDY	31%	35%	22%	6%	0%	
SOMEWHAT LIKELY	122	105	16	1	0	
CHCHILATIMETA	18%	21%	12%	3%	0%	
SLIGHTLY LIKELY	100 15%	64 13%	29 22%	6 19%	1 33%	
l l	1370	12%	2270	1370	J 33%	

	1		1	1	1
Q7 - LIKELY TO: ATTEND FESTIVAL/SPECIAL EVENT	36%	32%	45%	71%	67%
VEDVIJKELV	252	204	гэ	4	1
VERY LIKELY	352 52%	294 58%	53 40%	4 13%	1 33%
SOMEWHAT LIKELY	129	78	40%	11	0
SOMEWIN LINEE!	19%	15%	30%	35%	0%
SLIGHTLY LIKELY	64	39	16	8	1
	10%	8%	12%	26%	33%
NOT AT ALL LIKELY	128	94	25	8	1
Q8 - LIKELY TO: STAY OVERNIGHT AT HOTEL	19%	19%	19%	26%	33%
VERY LIKELY	137	120	17	0	0
COMENNIATTIVELY	20%	24%	13%	0% 0	0%
SOMEWHAT LIKELY	41 6%	34 7%	7 5%	0%	0 0%
SLIGHTLY LIKELY	71	58	10	2	1
	11%	11%	7%	6%	33%
NOT AT ALL LIKELY	424	293	100	29	2
	63%	58%	75%	94%	67%
Q9 - IMPORTANCE OF: SAFETY					
VERY IMPORTANT	501	444	56	1	0
	74%	88%	42%	3%	0%
SOMEWHAT IMPORTANT	124	48	70	6	0
	18%	10%	52%	19%	0%
JUST SLIGHTLY IMPORTANT	38 6%	8 2%	8 6%	22 71%	0 0%
NOT AT ALL IMPORTANT	10	5	0	2	3
THO THE THE OWN OWN AND A SECOND OF THE OWN AS A SECOND OF THE OWN AND A SECOND OF THE OWN AS SECOND OF THE OWN AND A SECOND OF THE OWN AS SECOND OF THE OWN AS A SECOND OF THE OWN AS SECOND OF THE OWN AS A SECOND OF THE OW	1%	1%	0%	6%	100%
Q10 - IMPORTANCE OF: CLEANLINESS	673	505	134	31	3
	100%	100%	100%	100%	100%
VERY IMPORTANT	505	505	0	0	0
	75%	100%	0%	0%	0%
SOMEWHAT IMPORTANT	134	0	134	0	0
JUST SLIGHTLY IMPORTANT	20% 31	0% 0	100% 0	0% 31	0% 0
1031 SEIGHTET HWF OKTAINT	5%	0%	0%	100%	0%
NOT AT ALL IMPORTANT	3	0	0	0	3
	0%	0%	0%	0%	100%
Q11 - IMPORTANCE OF: APPEARANCE					
VERY IMPORTANT	440	416	23	1	0
	65%	82%	17%	3%	0%
SOMEWHAT IMPORTANT	170	70	92	8	0
	25%	14%	69%	26%	0%
JUST SLIGHTLY IMPORTANT	52	15	17	19	1
NOT AT ALL IMPORTANT	8%	3%	13% 2	61% 3	33%
NOT AT ALL IMPORTANT	11 2%	4 1%	2 1%	10%	2 67%
Q12 - IMPORTANCE OF: NEW	2/0	1/0	1/0	10/0	0,70
BUSINESSES/RESTAURANTS					
VERY IMPORTANT	402	372	29	1	0
	60%	74%	22%	3%	0%
SOMEWHAT IMPORTANT	155	82	70	3	0
	23%	16%	52%	10%	0%
JUST SLIGHTLY IMPORTANT	79 120/	33	22 169/	23	220/
NOT AT ALL IMPORTANT	12% 37	7% 18	16% 13	74% 4	33% 2
NOT AT ALL INTOKTANT	5%	4%	10%	13%	67%
	3/0	170	10/0	13/0	5.70

Q11. APPEARANCE, LIKE PLANTS, FLOWERS AND LANDSCAPING

		QUESTION 11					
		VERY	SMWHT	SLGHTLY	NOT AT		
		IMPOR -	IMPOR -	IMPOR -	ALL		
	TOTAL	TANT	TANT	TANT	IMPRTNT		
BASE: TOTAL RESPONDENTS	673	440	170	52	11		
	100%	100%	100%	100%	100%		
Q1 - LIKELY TO: STROLL/WALK AROUND							
VERY LIKELY	504	368	105	26	5		
VEIN EINEE	75%	84%	62%	50%	45%		
SOMEWHAT LIKELY	92	38	42	9	3		
	14%	9%	25%	17%	27%		
SLIGHTLY LIKELY	43	15	16	12	0		
	6%	3%	9%	23%	0%		
NOT AT ALL LIKELY	34	19	7	5	3		
	5%	4%	4%	10%	27%		
Q2 - LIKELY TO: EAT/DRINK AT RESTAURANT							
VERY LIKELY	440	320	96	20	4		
	65%	73%	56%	38%	36%		
SOMEWHAT LIKELY	134	69	47	17	1		
	20%	16%	28%	33%	9%		
SLIGHTLY LIKELY	48	17	17	11	3		
	7%	4%	10%	21%	27%		
NOT AT ALL LIKELY	51	34	10	4	3		
	8%	8%	6%	8%	27%		
Q3 - LIKELY TO: SHOP							
VERY LIKELY	330	256	55	14	5		
VEIXI EIXEET	49%	58%	32%	27%	45%		
SOMEWHAT LIKELY	147	77	59	10	1		
SOMEWING ERREE	22%	18%	35%	19%	9%		
SLIGHTLY LIKELY	90	41	31	17	1		
SEIGHTET EINEET	13%	9%	18%	33%	9%		
NOT AT ALL LIKELY	106	66	25	11	4		
	16%	15%	15%	21%	36%		
Q4 - LIKELY TO: GO TO A MOVIE							
				_			
VERY LIKELY	188	147	32	7	2		
	28%	33%	19%	13%	18%		
SOMEWHAT LIKELY	105	62	35	8	0		
	16%	14%	21%	15%	0%		
SLIGHTLY LIKELY	108	57	39	11	1		
NOT AT ALL LIVELY	16%	13%	23%	21%	9%		
NOT AT ALL LIKELY	272 40%	174 40%	64 38%	26 50%	8		
Q5 - LIKELY TO: CONDUCT PROFESSIONAL BUSINESS	40%	40%	38%	50%	73%		
Q5 EIREET TO: CONDUCT THOTESSIONAL BOSINESS							
VERY LIKELY	239	179	48	10	2		
	36%	41%	28%	19%	18%		
SOMEWHAT LIKELY	85	58	21	4	2		
	13%	13%	12%	8%	18%		
SLIGHTLY LIKELY	60	37	18	5	0		
	9%	8%	11%	10%	0%		
NOT AT ALL LIKELY	289	166	83	33	7		
OF TIMELATO' CONDITICT DEDCOMAL BUGINESS	43%	38%	49%	63%	64%		
Q6 - LIKELY TO: CONDUCT PERSONAL BUSINESS							
VERY LIKELY	207	154	44	7	2		
	31%	35%	26%	13%	18%		
SOMEWHAT LIKELY	122	90	28	4	0		
	18%	20%	16%	8%	0%		
SLIGHTLY LIKELY	100	58	35	7	0		
	15%	13%	21%	13%	0%		
NOT AT ALL LIKELY	244	138	63	34	9		

	2.00/	2401	0=0/	C=0/	2221
Q7 - LIKELY TO: ATTEND FESTIVAL/SPECIAL EVENT	36%	31%	37%	65%	82%
,					_
VERY LIKELY	352	264	68	16	4 26%
SOMEWHAT LIKELY	52% 129	60% 64	40% 46	31% 18	36% 1
30MEWHAT LIKELT	19%	15%	27%	35%	9%
SLIGHTLY LIKELY	64	29	26	9	0
	10%	7%	15%	17%	0%
NOT AT ALL LIKELY	128	83	30	9	6
	19%	19%	18%	17%	55%
Q8 - LIKELY TO: STAY OVERNIGHT AT HOTEL					
VERY LIKELY	137	112	19	6	0
	20%	25%	11%	12%	0%
SOMEWHAT LIKELY	41	29	11	1	0
	6%	7%	6%	2%	0%
SLIGHTLY LIKELY	71	51	16	1	3
NOT AT ALL LIVELY	11%	12%	9%	2%	27%
NOT AT ALL LIKELY	424 63%	248 56%	124 73%	44	8 73%
Q9 - IMPORTANCE OF: SAFETY	03%	30%	73%	85%	/3%
G9 - INTERCEPT SALETT					
VERY IMPORTANT	501	387	88	20	6
	74%	88%	52%	38%	55%
SOMEWHAT IMPORTANT	124	42	70	11	1
HIST CHICHTLY IMPORTANT	18%	10%	41%	21%	9%
JUST SLIGHTLY IMPORTANT	38 6%	8 2%	9 5%	19 37%	2 18%
NOT AT ALL IMPORTANT	10	3	3/0	2	2
NOT AT ALL IIVII ORTANI	1%	1%	2%	4%	18%
Q10 - IMPORTANCE OF: CLEANLINESS			_,-	,,,	-5/1
VERY IMPORTANT	505	416	70	15	4
VERT IVII ORIVIUS	75%	95%	41%	29%	36%
SOMEWHAT IMPORTANT	134	23	92	17	2
	20%	5%	54%	33%	18%
JUST SLIGHTLY IMPORTANT	31	1	8	19	3
	5%	0%	5%	37%	27%
NOT AT ALL IMPORTANT	3	0	0	1	2
O44 IMPORTANCE OF ARREADANCE	0%	0%	0%	2%	18%
Q11 - IMPORTANCE OF: APPEARANCE					
VERY IMPORTANT	440	440	0	0	0
	65%	100%	0%	0%	0%
SOMEWHAT IMPORTANT	170	0	170	0	0
HIGT CLICHTLY INADOSTANT	25%	0%	100%	0%	0%
JUST SLIGHTLY IMPORTANT	52 8%	0 0%	0 0%	52 100%	0 0%
NOT AT ALL IMPORTANT	8% 11	0%	0%	0	0% 11
NOT AT ALL INIT ORTAINT	2%	0%	0%	0%	100%
Q12 - IMPORTANCE OF: NEW		370	270	370	20070
BUSINESSES/RESTAURANTS					
VERY IMPORTANT	402	347	44	8	3
	60%	79%	26%	15%	27%
SOMEWHAT IMPORTANT	155	60	86	7	2
HIST SUSUELVINADORTANIT	23%	14%	51%	13%	18%
JUST SLIGHTLY IMPORTANT	79 12%	22 5%	27 16%	30 58%	0
NOT AT ALL IMPORTANT	37	5% 11	15%	58% 7	0% 6
INOTAL ALL INITOKTANI	5%	3%	8%	13%	55%
	370	3/0	0/0	13/0	JJ/0

Q12. NEW BUSINESSES AND RESTAURANTS TO FILL EMPTY STOREFRONTS

		ION 12			
		VERY	SMWHT	SLGHTLY	NOT AT ALL
		IMPOR -	IMPOR -	IMPOR -	
	TOTAL	TANT	TANT	TANT	IMPRTNT
BASE: TOTAL RESPONDENTS	673	501	124	38	10
	100%	100%	100%	100%	100%
Q1 - LIKELY TO: STROLL/WALK AROUND					
VERY LIKELY	504	339	96	46	23
	75%	84%	62%	58%	62%
SOMEWHAT LIKELY	92	33	34	17	8
	14%	8%	22%	22%	22%
SLIGHTLY LIKELY	43	11	17	11	4
	6%	3%	11%	14%	11%
NOT AT ALL LIKELY	34	19	8	5	2
O2 LIVELV TO, EAT/DRINK AT DESTAUDANT	5%	5%	5%	6%	5%
Q2 - LIKELY TO: EAT/DRINK AT RESTAURANT					
VERY LIKELY	440	298	87	37	18
	65%	74%	56%	47%	49%
SOMEWHAT LIKELY	134	60	42	21	11
	20%	15%	27%	27%	30%
SLIGHTLY LIKELY	48	15	15	14	4
NOT AT ALL LUCELY	7%	4%	10%	18%	11%
NOT AT ALL LIKELY	51 8%	29 7%	11 7%	7 9%	4 11%
Q3 - LIKELY TO: SHOP	870	7%	770	9%	11%
VERY LIKELY	330	214	60	36	20
	49%	53%	39%	46%	54%
SOMEWHAT LIKELY	147	75	51	12	9
	22%	19%	33%	15%	24%
SLIGHTLY LIKELY	90	42	27	18	3
	13%	10%	17%	23%	8%
NOT AT ALL LIKELY	106	71	17	13	5
	16%	18%	11%	16%	14%
Q4 - LIKELY TO: GO TO A MOVIE	673	402	155	79	37
	100%	100%	100%	100%	100%
VERY LIKELY	188	138	31	12	7
CONTRACTION	28%	34%	20%	15%	19%
SOMEWHAT LIKELY	105	57	31	14	3
SLIGHTLY LIKELY	16% 108	14% 52	20% 35	18% 16	8% 5
SLIGHTET LIKELT	16%	13%	23%	20%	14%
NOT AT ALL LIKELY	272	155	58	37	22
	40%	39%	37%	47%	59%
Q5 - LIKELY TO: CONDUCT PROFESSIONAL BUSINESS	673	402	155	79	37
	100%	100%	100%	100%	100%
VERY LIKELY	239	175	40	18	6
	36%	44%	26%	23%	16%
SOMEWHAT LIKELY	85	47	19	13	6
CHCHTIVIIVELV	13%	12%	12%	16%	16%
SLIGHTLY LIKELY	60 9%	26 6%	17 11%	13 16%	4 11%
NOT AT ALL LIKELY	289	154	79	35	21
	43%	38%	51%	44%	57%
Q6 - LIKELY TO: CONDUCT PERSONAL BUSINESS	673	402	155	79	37
	100%	100%	100%	100%	100%
VERY LIKELY	207	152	38	12	5
	31%	38%	25%	15%	14%
SOMEWHAT LIKELY	122	77	26	14	5
	18%	19%	17%	18%	14%
SLIGHTLY LIKELY	100	41	34	19	6

NOT AT ALL LIVELY	244	122	F-7	24	24
NOT AT ALL LIKELY	244	132	57	34	21
	36%	33%	37%	43%	57%
Q7 - LIKELY TO: ATTEND FESTIVAL/SPECIAL EVENT	673	402	155	79	37
	100%	100%	100%	100%	100%
VERY LIKELY	352	250	67	26	9
	52%	62%	43%	33%	24%
COMEMULATILIKELY	129	53		25	9
SOMEWHAT LIKELY			42		
	19%	13%	27%	32%	24%
SLIGHTLY LIKELY	64	24	23	13	4
	10%	6%	15%	16%	11%
NOT AT ALL LIKELY	128	75	23	15	15
NOT THE EMEET	19%	19%	15%	19%	41%
00 11/51/170 574/10/5041011747110751					
Q8 - LIKELY TO: STAY OVERNIGHT AT HOTEL	673	402	155	79	37
	100%	100%	100%	100%	100%
VERY LIKELY	137	101	25	8	3
	20%	25%	16%	10%	8%
SOMEWHAT LIKELY	41	25	8	7	1
JOINEWHAT LIKELT					
	6%	6%	5%	9%	3%
SLIGHTLY LIKELY	71	44	18	6	3
	11%	11%	12%	8%	8%
NOT AT ALL LIKELY	424	232	104	58	30
	63%	58%	67%	73%	81%
Q9 - IMPORTANCE OF: SAFETY	673	402		73% 79	37
Q3 - HVIPONTAINCE OF. SAFETY			155		
	100%	100%	100%	100%	100%
VERY IMPORTANT	501	350	86	40	25
	74%	87%	55%	51%	68%
SOMEWHAT IMPORTANT	124	42	62	15	5
	18%	10%	40%	19%	14%
HIGT CLICUTLY INADODTANT					
JUST SLIGHTLY IMPORTANT	38	6	7	21	4
	6%	1%	5%	27%	11%
NOT AT ALL IMPORTANT	10	4	0	3	3
	1%	1%	0%	4%	8%
Q10 - IMPORTANCE OF: CLEANLINESS	673	402	155	79	37
Q10 IIVII ONT/WOL OT CLE/WEIVESS	100%	100%	100%	100%	100%
L/EDV IMADODTANIT					
VERY IMPORTANT	505	372	82	33	18
	75%	93%	53%	42%	49%
SOMEWHAT IMPORTANT	134	29	70	22	13
	20%	7%	45%	28%	35%
JUST SLIGHTLY IMPORTANT	31	1	3	23	4
JOST SEIGHTET HAN GIATART	5%	0%	2%	29%	11%
NOT AT ALL INADODTANT	_				_
NOT AT ALL IMPORTANT	3	0	0	1	2
	0%	0%	0%	1%	5%
Q11 - IMPORTANCE OF: APPEARANCE	673	402	155	79	37
	100%	100%	100%	100%	100%
VERY IMPORTANT	440	347	60	22	11
	65%	86%	39%	28%	30%
CONTRACTION					
SOMEWHAT IMPORTANT	170	44	86	27	13
	25%	11%	55%	34%	35%
JUST SLIGHTLY IMPORTANT	52	8	7	30	7
	8%	2%	5%	38%	19%
NOT AT ALL IMPORTANT	11	3	2	0	6
	2%	1%	1%	0%	16%
O42 IMPORTANCE OF NEW					
Q12 - IMPORTANCE OF: NEW	673	402	155	79	37
BUSINESSES/RESTAURANTS	100%	100%	100%	100%	100%
VERY IMPORTANT	402	402	0	0	0
	60%	100%	0%	0%	0%
SOMEWHAT IMPORTANT	155	0	155	0	0
SOMEWHAT IN ORTAIN		_		_	
	23%	0%	100%	0%	0%
JUST SLIGHTLY IMPORTANT	79	0	0	79	0
	12%	0%	0%	100%	0%
NOT AT ALL IMPORTANT	37	0	0	0	37
	5%	0%	0%	0%	100%
	1 3/0	070	070	070	100/0